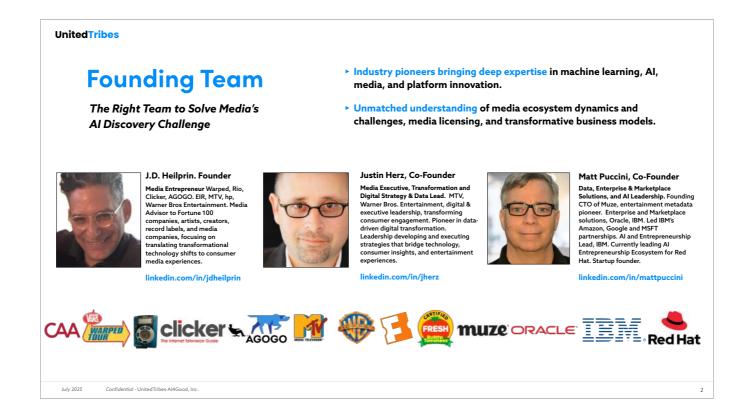
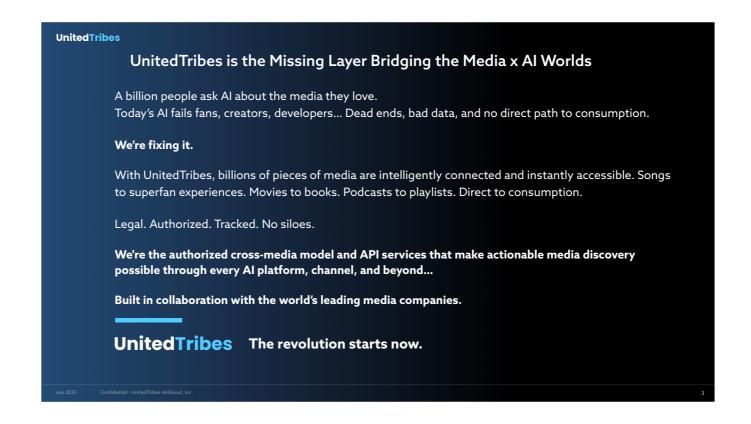


1. The focus here is a platform, - so the upfront investmens...

Key here to Patrick is that our strategy is to raise this first round from media-related funds and strategics with vested interests in media's survival - a lot of talk about existential shifts....build phase 1 of UnitedTribes w/initial \$\$ go to VC's with POC's on way to MVP.

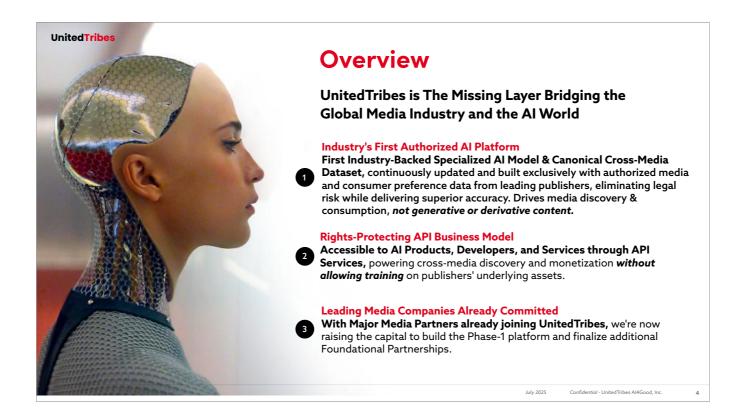


Transition>>>not only are the right team, but this is the moment to move on this TIMING IS EVERTHING and nobody is winning today, not media industry, not ai / developer world and not consumers...Challenges,



1. The focus here is a platform, - so the upfront investmens...

Key here to Patrick is that our strategy is to raise this first round from media-related funds and strategics with vested interests in media's survival - a lot of talk about existential shifts....build phase 1 of UnitedTribes w/initial \$\$ go to VC's with POC's on way to MVP.



JD>>Transition: This will be a massive undertaking and ambitious challenge - And...we're the ideal team to take on, as we've prepared for it with all our previous experiences....warm up...to this moment



High and Rising A Book About De La Soul By Marcus J. Moore \$29.99 Limited Time: Get FREE shipping on every order within the continental U.S. Format:

Qty:

ABOUT PRODUCT DETAILS REVIEWS

A stunning cultural biography of De La Soul, the era-defining hip-hop trio that touched millions of lives and changed rap forever.

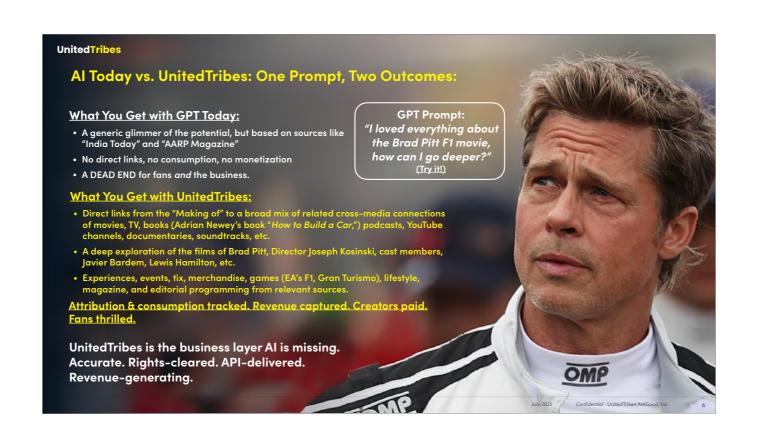
De La Soul burst onto the scene with the release of their groundbreaking 1989 album 3 Feet High & Rising, an "anything goes" hip-hop masterpiece hailed as a new masterwork from a bygone era of Black experimentation.

Formed in Long Island in 1988 by Kelvin "Posdnuos" Mercer, Dave "Trugoy the Dove" Jolicoeur, and Vincent "Maseo" Mason, De La Soul rebuked classification and appealed to the Black alternative. Their music was positive and psychedelic, their imagery full of flowers and peace signs. It was rap with a broad sonic palette which set the blueprint for an entire generation of artists who followed. But as quickly as De La ascended, they were faced with the pressures of a changing industry and bitter legal battles.

Completed in the wake of Dave's passing and the group's arrivel on streaming planting the process, acclaimed music journalist. Macro braids in a deeply personal coming of the most influential rap groups of all time. In the process, acclaimed music journalist. Macro braids in a deeply personal coming of the most influential rap groups of all time. In the process, acclaimed music journalist.

Completed in the wake of Dave's passing and the group's arrival on streaming platforms after years in digital purgatory, High and Rising tells the story of one of the most influential rap groups of all time. In the process, acclaimed music journalist Marcus J. Moore braids in a deeply personal coming-of-age story about his journey through life with De La as a backdrop.

The first book about De La Soul, High and Rising shows that De La Soul is Black history, American history, world history, our history. This is a tale about staying the course, and how holding true to your virtue can lead to dynamic results.



UnitedTribes

# Demo/Visualization: Cross-Media Intelligence in Action

What our API enables: UnitedTribes lets any developer build experiences like this at scale.

30 seconds → 10+ media connections.

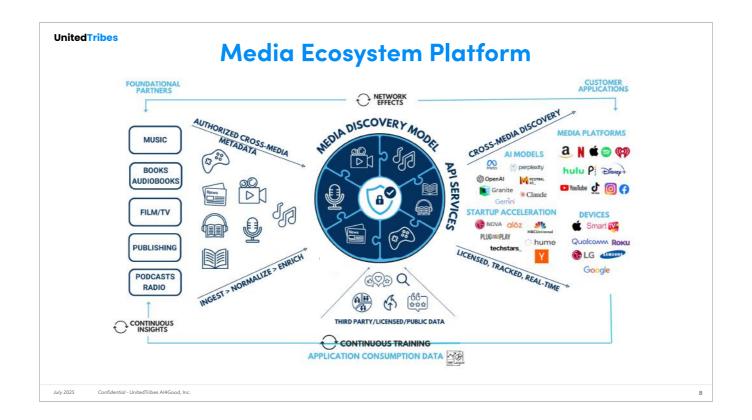
Imagine thousands of apps, services, and AI models powered by our cross-media intelligence.



July 2025

Confidential - UnitedTribes Al4Good, Inc.

Describe demo as a visualization of contextual content discovery which can not be created and scaled without our solution



Matt, to speak to how these are ecosystem platforms...

This is platform play not a product play

thousands of developers leads to hundreds of millions of consumers.

we sit in the middle to connect

needs a leap of faith...that we are fueling the new thing...transforming and distrupting the status quo and empowering a whole world of innovators

#### UnitedTribes

## Problem:

Without a trusted platform and cross-media standards, the Media Industry & Al Developers remain **DISCONNECTED**, unable to build, scale, and monetize Al-powered media discovery and consumption experiences.

Media's Dilemma: Billions in IP Value Stranded While Al-Use Surges

No authorized pathway puts AI off-limits to the most significant paradigm shift since the advent of streaming.

- IP Value Is Being Undermined by Gen-Purpose AI Scraping
- Revenue Loss and Engagement Decline: Siloed content distribution across multiple platforms. Deep catalog is mostly invisible and under-monetized.
- High Technical & Cost Barriers

Al Developers' Dilemma: Untrustworthy Data Leads to Crappy Results and Legal Risk

No standardized, authorized media solution puts developers at risk and results in subpar media-related AI experiences.

- Lack of Authorized Training Data: Al platforms don't legally access publisher catalogs, forcing reliance on scraped data
- Lack of Standards: Without consistent cross-media schemas, and well-developed APIs and tooling
- Lack of Conversion Paths: Al references content without providing legitimate consumption paths.

Perfect Storm / Inflection point, nobody is winning today. Justin Challenges for media companies, Matt for developers

#### OCTOBER 01, 2024

Billie Eilish and FINNEAS Team Up with Amex to Share Story of "Birds of a Feather"

Billie Eilish's "Birds of a Feather" has been flying high on the global charts since the release of her third album, "HIT ME HARD AND SOFT."

Eilish and FINNEAS share their memories of making the global hit in the latest installment of "Story of My Song," American Express' video series that gives fans an intimate look at how creative songwriting happens.

Billie Eilish and FINNEAS Team Up with Amex to Share Story of "Birds of a Feather" [Photo: Courtesy of Sabia Studios.]

https://voutu.be/1bkiEO Zi2a

"Through this unique content series, we are giving fans a behind-the-scenes look into the songwriting process of their favorite artist," said Shiz Suzuki, Vice President of Global Brand Sponsorships and Experiential Marketing, American Express. "Our music partnerships aim to deliver one-of-a-kind experiences that bring artists and their fans closer together."

In their episode, Billie and FINNEAS share the details behind their exacting creative work. "I will spend days and days trying to get the right take on a first line," Billie says of "Birds of a Feather," a musically uplifting but lyrically moody narrative about loving someone "till the day that I die."

Describing the song's style as a take on '80s New Wave, FINNEAS says mastering the melody and lyrics took the pair more than one year. Reliving the journey, they discover moments that surprise both of them.

"We overthought this simple song so hard," FINNEAS says. "Lots of sweat went into it."

Billie agrees, recalling the point they considered leaving the song off of their album. With a smile, she says, "I'm so glad we didn't do that."

American Express has partnered with Billie Eilish to support her third album with a variety of events, from listening parties to Card Member-exclusive merch at select stops on "HIT ME HARD AND SOFT: THE TOUR." The global tour goes through July 2025.

Watch the full "Birds Of A Feather" video here.

Partner Impact

Revenue Growth

Launch new monetization models Enable Al-powered discovery Create superfan experiences

#### Market Leadership

Set industry standards for ethical Al Shape the next generation of media discovery Lead cross-media innovation

#### Data-Driven Advantage

Deep catalog understanding Real-time audience insights Cross-platform optimization

#### Foundational Partnership

Zero-risk innovation: No upfront costs with complete IP control in private development environment.

\*\*Our Mission and Impact\*\*

#### \*\*Mission\*\*

Transform how AI and media work together through ethical innovation that benefits all stakeholders.

\*\*Partner Value Creation\*\*

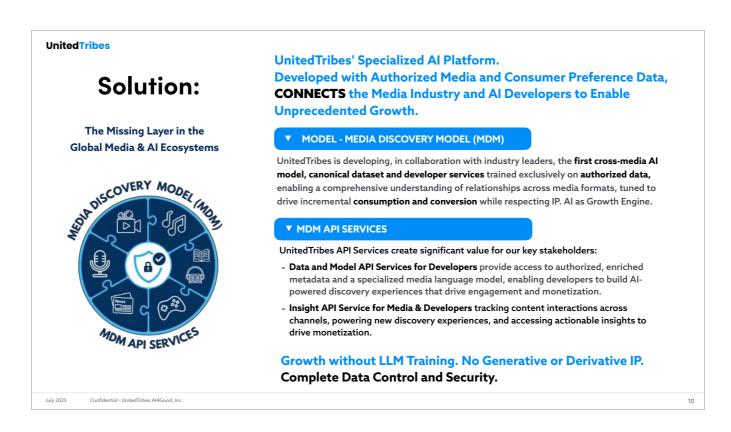
- Monetization Innovation
- Develop new revenue streams
- Create personalized fan experiences
- Enable authorized AI recommendations
- Content Discovery
   Enhance cross-media discovery and consumption
   Drive targeted fan engagement
- Strategic Advantage

- Shape the future of AI in media
   Access early-mover opportunities
   Lead industry transformation

#### (This should be the bottom line bigger end\_

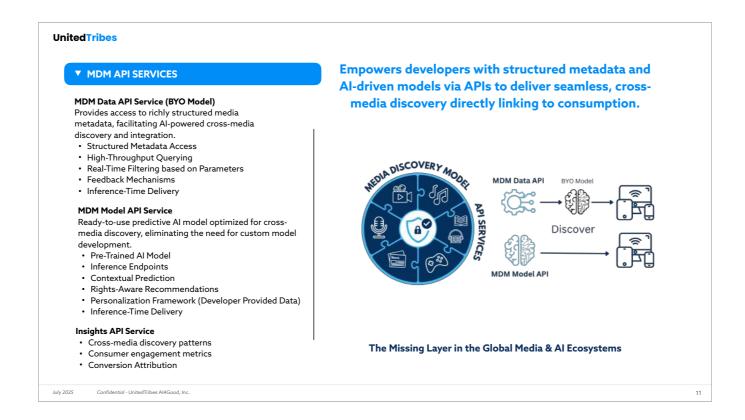
#### \*\*Risk-Free Innovation\*\* - No upfront costs for Foundational Partners

- Complete control over IP and data
   Private development environment



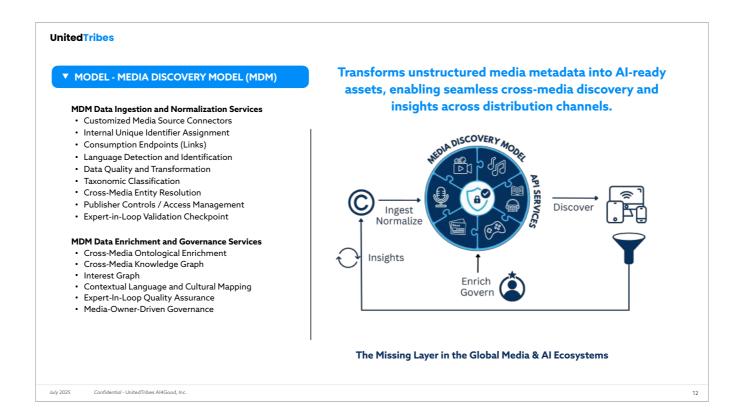
## Transition, and our solution serves a massive ecosystem

Thought is that API will turn into two bullets representing Media owners And Developers



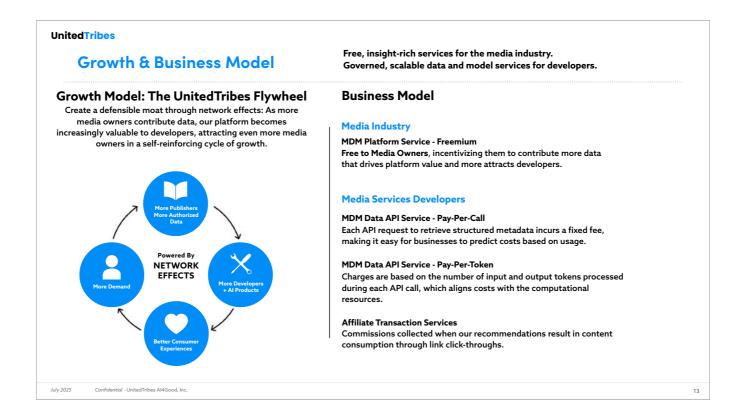
## Transition, and our solution serves a massive ecosystem

Thought is that API will turn into two bullets representing Media owners And Developers



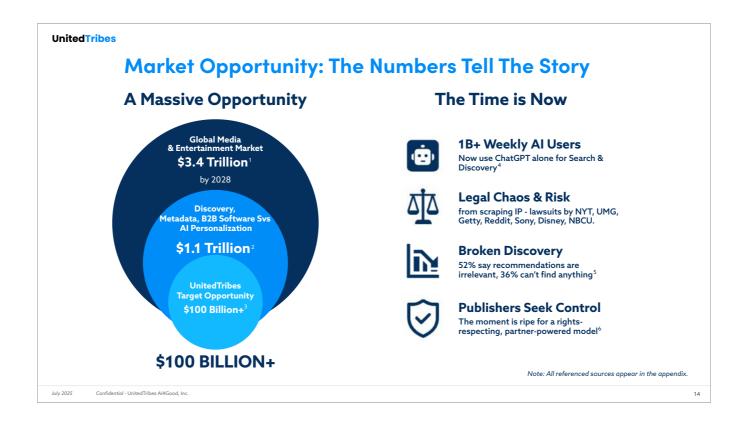
## Transition, and our solution serves a massive ecosystem

Thought is that API will turn into two bullets representing Media owners And Developers



Transition>>> Nobody is winning today....But When we do this, everyone wins

When the Media indiustry wins, and Developers do...Consumers do



J.D. >>>Transition: AND, there's a tried and true business model to monetize this massive opportunity....

### Posted:

11:03 AM PDT · June 23, 2025

**IMAGE CREDITS:** 

MATHISWORKS / GETTY IMAGES

**Marina Temkin** 

**Marina Temkin** 

Four months after a \$3B valuation, Harvey AI grows to \$5B

Harvey AI, a startup that provides automation for legal work, has raised \$300 million in Series E funding at a \$5 billion valuation, the company told Fortune. The round was co-led by Kleiner Perkins and Coatue, with participation from existing investors, including Conviction, Elad Gil, OpenAI Startup Fund, and Sequoia. The financing comes just four months after Harvey announced that Sequoia led a \$300 million Series D round at a \$3 billion valuation.

Key Narrative You're Conveying

This slide should clearly and visually communicate:

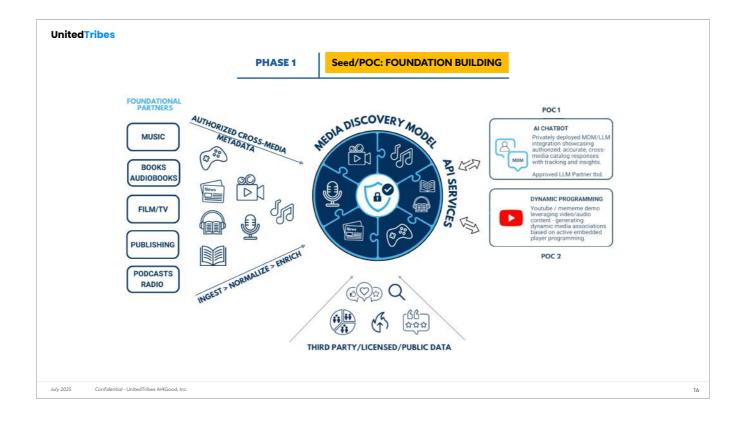
Scale: This isn't niche — it's a \$3.4T+ total addressable market

Focus: UT isn't trying to boil the ocean; it's capturing the most monetizable metadata opportunity

Urgency: Between AI growth, consumer frustration, and IP lawsuits, timing couldn't be more perfect



And...here's where we start building....phase 1



#### UnitedTribes

## Vision: Transforming Media Discovery & Monetization

Join us in Building the Future of Media & Entertainment Discovery and Consumption for the AI Era.

#### Together, we'll build a massive business:

- Create the Industry Standard for authorized media discovery in AI
- ► Establish the authoritative, canonical cross-media dataset and services
- ► Provide developers with *real* media x AI solutions
- ► Unlock billions in under-monetized media assets
- Transform how consumers discover and engage with media



July 2025

Confidential - UnitedTribes Al4Goo

17

I Once Was Lost My Search for God in America

By Don Lemo

In a deeply personal follow-up to his #1 bestseller This is the Fire: What I Say to My Friends about Racism, a modern media iconoclast faces a test of faith—and reveals how such tribulations can make us stronger, as individuals and as a nation.

Renowned journalist Don Lemon always had a complicated relationship with God. He cherished the Southern Black church he was raised in, but struggled with the fundamentalist rejection of his right to exist as a gay man—one who wanted to marry his longtime love in a church wedding with all the traditional trimmings. In his work as a reporter, moreover, he saw his fellow Americans losing faith in a higher power, in institutions, and in each other.

Flipping the Al/LLM Script From reacting to badAl practices to setting the agenda. UMG establishes itself as an Al thought leader.

Scale down Don slightly



High and Rising A Book About De La Soul By Marcus J. Moore \$29.99 Limited Time: Get FREE shipping on every order within the continental U.S. Format:

Qty:

ABOUT PRODUCT DETAILS **REVIEWS** 

A stunning cultural biography of De La Soul, the era-defining hip-hop trio that touched millions of lives and changed rap forever.

De La Soul burst onto the scene with the release of their groundbreaking 1989 album 3 Feet High & Rising, an "anything goes" hip-hop masterpiece hailed as a new masterwork from a bygone era of Black experimentation.

Formed in Long Island in 1988 by Kelvin "Posdnuos" Mercer, Dave "Trugoy the Dove" Jolicoeur, and Vincent "Maseo" Mason, De La Soul rebuked classification and appealed to the Black alternative. Their music was positive and psychedelic, their imagery full of flowers and peace signs. It was rap with a broad sonic palette which set the blueprint for an entire generation of artists who followed. But as quickly as De La ascended, they were faced with the pressures of a changing industry and bitter legal battles.

Completed in the wake of Dave's passing and the group's arrival on streaming platforms after years in digital purgatory, High and Rising tells the story of one of the most influential rap groups of all time. In the process, acclaimed music journalist Marcus J. Moore braids in a deeply personal coming-of-age story

about his journey through life with De La as a backdrop.

The first book about De La Soul, High and Rising shows that De La Soul is Black history, American history, our history, This is a tale about staying the course, and how holding true to your virtue can lead to dynamic results.



Hell's Kitchen is a Broadway musical by Alicia Keys and Kristoffer Diaz that features Keys' music and lyrics:

Plot: The musical is semi-autobiographical and tells the story of Keys' upbringing in Manhattan in the 1990s. It's about a 17-year-old girl named Ali who lives in a cramped apartment off Times Square.

Music: The show features Keys' unique sound, which blends R&B, soul, hip-hop, and pop. It includes both new music and many of her iconic songs.

Production: The show was directed by Michael Greif and choreographed by Tony Award nominee Camille A. Brown. It features sound design by Gareth Owen, lighting by Natasha Katz, scenic design by Robert Brill, and costumes by Dede Ayite.

Cast: Maleah Joi Moon plays the lead role of Ali.

Reviews: The musical has received positive reviews from theater critics and has been nominated for and won awards at the Lucille Lortel Awards, Drama Desk Awards, and Drama League Awards. The Broadway production was nominated for 13 Tony Awards, including Best Musical, and won two. Opening: The musical opened Off-Broadway at The Public Theater in November 2023 and debuted on Broadway at the Shubert Theatre on April 20, 2025.

Cast recording: A cast recording is scheduled for release on June 7, 2025.

# TOUR — HELL'S KITCHEN Alicia Keys musical 'Hell's Kitchen' will embark on national tour The musical opened on Broadway in April. MICHAEL ABOURIZK November 25, 2025 . 3:09 PM 1 min read

Share on Twitter Share on Facebook Share on LinkedIn Share via Email

Maleah Joi Moon and the company of "Hell's Kitchen" on Broadway, 2025 (Credit: Marc J. Franklin)

proud that we can lend our expertise and effort in making sure the tour starts off in grand fashion."

The 2025 Best Musical Tony Award nominee "Hell's Kitchen" will receive a national tour. The tour will launch in fall 2025 from Cleveland's Playhouse Square. The production is currently scheduled to visit over 30 cities, the rest of which will be announced.

Featuring a score of preexisting and new songs by Alicia Keys and a Tony-nominated book by Kristoffer Diaz, "Hell's Kitchen" tells the story of New York City teenager Ali. In the coming-of-age story, Ali tries to assert her independence from her mother while discovering her piano-playing prowess.

"Seeing 'Hell's Kitchen' on a Broadway marquee has fulfilled one of my earliest and most influential dreams as an artist and as a New Yorker," Keys said in a statement. "I'm overjoyed by the impact it has already had with audiences [who] truly mirror the world around us in New York and I am ecstatic that we can

seeing helps Nitchen on a Broadway marquee has fullimed one of my earnest and most influential dreams as an entity and it as a new forker. Neys said in a statement. The overjoyed by the impact it has already had with audiences [who] truly mirror the world around us in new fork and it am ecstatic that we can bring the show to so many incredible cities across the country. Let's go!"

"We are so excited that Alicia Keys and her team have chosen to open the North American tour of 'Hell's Kitchen' in Cleveland," said Playhouse Square president and CEO Craig Hassall. "Cleveland's enthusiastic and diverse Broadway audiences will certainly give the show a rapturous welcome and we are so

This announcement marks the second new musical of the 2023-2025 season to launch in fall 2025 from Playhouse Square. As previously announced, "The Notebook" will premiere a national tour at the venue in September.

Following previews that began on March 28, "Hell's Kitchen" opened on Broadway on April 20 at the Shubert Theatre. The Michael Greif-directed and Camille A. Brown-choreographed production received 13 Tony nominations, winning two.

The original cast recording for the Broadway production is currently a 2025 Grammy Award nominee for Best Musical Theater Album.

Tour casting will be announced.

"Hell's Kitchen" is produced by AKW Productions.

Alicia Keys Announces 'Hell's Kitchen' Musical Cast Album by KEITHAN SAMUELS May 15, 2025 3:17 PM in News Alicia Keys Hell's Kitchen Cast Album Alicia Keys. (Photo Credit: Warwick Saint) Alicia Keys has announced her Hell's Kitchen musical cast album will release June 7.

The album will feature cast recordings of new and reimagined songs by Keys that are performed in the Broadway musical.

The 16-time Grammy winner stopped by The Today Show on Tuesday (May 14) to discuss the upcoming project.

"We purposefully put it together so that you really get a sense of the entire arc of the show as you're listening to it," Keys told co-hosts Savannah Guthrie and Hoda Kotb.

"The songs are really meant to speak to the characters," Keys continued. "They're really meant to move the story forward. Every time you hear the song, it's in a new way. You know this song, and you love it, but you're hearing it in a way you've never heard before. I think that's such a powerful part. People tell me all the time, 'As many times as I heard these lyrics, I never heard them in this way. They never meant this to me. And in so many ways, I'm experiencing the songs in a whole new way."

The Hell's Kitchen album will include the lead single "Kaleidoscope," performed by Keys and Maleah Joi Moon, who stars as Ali in the musical. Keys released the official video for the uplifting track in April.



Post Malone and Swae Lee Make History with First-Ever RIAA Double-Diamond Single "SUNFLOWER (SPIDER-MAN: INTO THE SPIDER-VERSE)"

Into the Spider-Verse's 'Sunflower' Becomes First-Ever Double-Diamond Single Post Malone and Swae Lee make RIAA history. Michael Cripe Avatar BY MICHAEL CRIPE UPDATED: MAR 20, 2025 11:05 PM POSTED: FEB 9, 2025 4:40 AM

Post Malone and Swae Lee's Spider-Man: Into the Spider-Verse song, Sunflower, just made history as the first single to ever achieve Double-Diamond status, the Recording Industry Association of America (RIAA) announced.

That means the hip hop/pop release has gone 20x Platinum or, in other words, it's moved 20 million units. The RIAA says one unit is equal to a digital download or 150 on-demand audio and/or video streams. The next closest single behind Sunflower is Journey's Don't Stop Believin' at 18x Platinum, with Lil Nas X's Old Town Road following that with 17x Platinum.

This is quite the achievement for any track, but it's an especially notable milestone considering Sunflower is just a little more than five years old. It's only the latest win for Post Malone, who was just recently recognized as the artist with the most RIAA Diamond Certified Singles of all time.

Breaking Down the Across the Spider-Verse LEGO Scene With the Teen Who Animated It

"Post Malone and Swae Lee have officially raised the bar on what creative partnerships and infectious collaborations have the power to accomplish," RIAA Chairman & CEO Mitch Glazier said in a statement. "Sunflower (Spider-Man: Into the Spider-Verse)' has now been streamed or downloaded more than 20 million times in the U.S. alone, and they've earned the custom hardware to prove it. Congratulations Post, Swae Lee and Mercury/Republic Records for making history with the very first 2x Diamond single!"

Sunflower is the perfect song for Spider-Verse, a film known for its relentless style. Audiences continued to latch onto the franchise's flair with the release of that film's sequel, Across the Spider-Verse, last year, with the third installment, Beyond the Spider-Verse, still on track to swing into theaters at some point in the future.



Post Malone and Swae Lee Make History with First-Ever RIAA Double-Diamond Single "SUNFLOWER (SPIDER-MAN: INTO THE SPIDER-VERSE)"

Into the Spider-Verse's 'Sunflower' Becomes First-Ever Double-Diamond Single Post Malone and Swae Lee make RIAA history.
Michael Cripe Avatar
BY MICHAEL CRIPE
UPDATED: MAR 20, 2025 11:05 PM
POSTED: FEB 9, 2025 4:40 AM

Post Malone and Swae Lee's Spider-Man: Into the Spider-Verse song, Sunflower, just made history as the first single to ever achieve Double-Diamond status, the Recording Industry Association of America (RIAA) announced.

That means the hip hop/pop release has gone 20x Platinum or, in other words, it's moved 20 million units. The RIAA says one unit is equal to a digital download or 150 on-demand audio and/or video streams. The next closest single behind Sunflower is Journey's Don't Stop Believin' at 18x Platinum, with Lil Nas X's Old Town Road following that with 17x Platinum.

This is quite the achievement for any track, but it's an especially notable milestone considering Sunflower is just a little more than five years old. It's only the latest win for Post Malone, who was just recently recognized as the artist with the most RIAA Diamond Certified Singles of all time.

Breaking Down the Across the Spider-Verse LEGO Scene With the Teen Who Animated It

"Post Malone and Swae Lee have officially raised the bar on what creative partnerships and infectious collaborations have the power to accomplish," RIAA Chairman & CEO Mitch Glazier said in a statement. "Sunflower (Spider-Wan: Into the Spider-Verse)' has now been streamed or downloaded more than 20 million times in the U.S. alone, and they've earned the custom hardware to prove it. Congratulations Post, Swae Lee and Mercury/Republic Records for making history with the very first 2x Diamond single!"

Sunflower is the perfect song for Spider-Verse, a film known for its relentless style. Audiences continued to latch onto the franchise's flair with the release of that film's sequel, Across the Spider-Verse, last year, with the third installment, Beyond the Spider-Verse, still on track to swing into theaters at some point in the future.



Media discovery is broken Platforms have proprietary approaches to search and discovery that are siloed by format (e,g, Netflix for video, Spotify for music, etc.) and of varying quality There is no single source of metadata across media This will only get worse as Gen Al enables new infinite content. . ..

#### OCTOBER 01, 2024

Billie Eilish and FINNEAS Team Up with Amex to Share Story of "Birds of a Feather"

Billie Eilish's "Birds of a Feather" has been flying high on the global charts since the release of her third album, "HIT ME HARD AND SOFT."

Eilish and FINNEAS share their memories of making the global hit in the latest installment of "Story of My Song," American Express' video series that gives fans an intimate look at how creative songwriting happens.

Billie Eilish and FINNEAS Team Up with Amex to Share Story of "Birds of a Feather" [Photo: Courtesy of Sabia Studios.]

https://youtu.be/1bkjEO\_Zj2g

"Through this unique content series, we are giving fans a behind-the-scenes look into the songwriting process of their favorite artist," said Shiz Suzuki, Vice President of Global Brand Sponsorships and Experiential Marketing, American Express. "Our music partnerships aim to deliver one-of-a-kind experiences that bring artists and their fans closer together."

In their episode, Billie and FINNEAS share the details behind their exacting creative work. "I will spend days and days trying to get the right take on a first line," Billie says of "Birds of a Feather," a musically uplifting but lyrically moody narrative about loving someone "till the day that I die."

Describing the song's style as a take on '80s New Wave, FINNEAS says mastering the melody and lyrics took the pair more than one year. Reliving the journey, they discover moments that surprise both of them.

"We overthought this simple song so hard," FINNEAS says. "Lots of sweat went into it."

Billie agrees, recalling the point they considered leaving the song off of their album. With a smile, she says, "I'm so glad we didn't do that."

American Express has partnered with Billie Eilish to support her third album with a variety of events, from listening parties to Card Member-exclusive merch at select stops on "HIT ME HARD AND SOFT: THE TOUR." The global tour goes through July 2025.

Watch the full "Birds Of A Feather" video here.

#### Partner Impact

Revenue Growth

Launch new monetization models Enable Al-powered discovery Create superfan experiences

Market Leadership

Set industry standards for ethical AI Shape the next generation of media discovery Lead cross-media innovation

Data-Driven Advantage

Deep catalog understanding Real-time audience insights Cross-platform optimization

#### Foundational Partnership

Zero-risk innovation: No upfront costs with complete IP control in private development environment.

\*\*Our Mission and Impact\*\*

#### \*\*Mission\*\*

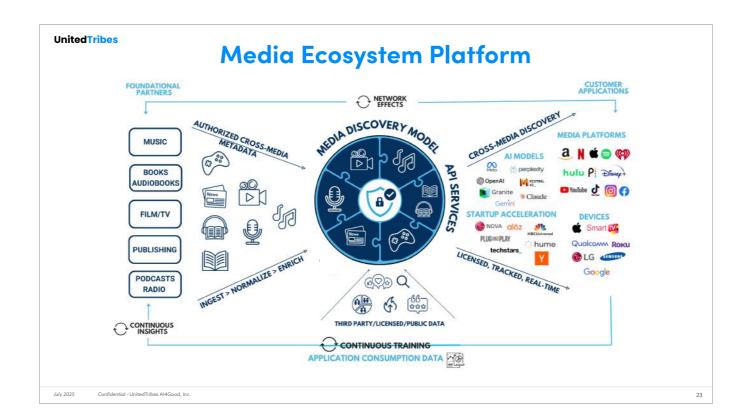
Transform how AI and media work together through ethical innovation that benefits all stakeholders.

- \*\*Partner Value Creation\*\*
- Monetization Innovation
- Develop new revenue streams
- Create personalized fan experiences
- Enable authorized AI recommendations
- Content Discovery
   Enhance cross-media discovery and consumption
- Drive targeted fan engagement
- Strategic Advantage
- Shape the future of AI in media
- Access early-mover opportunities
- Lead industry transformation

(This should be the bottom line bigger end\_

#### \*\*Risk-Free Innovation\*\* -• No upfront costs for Foundational Partners

- · Complete control over IP and data
- Private development environment



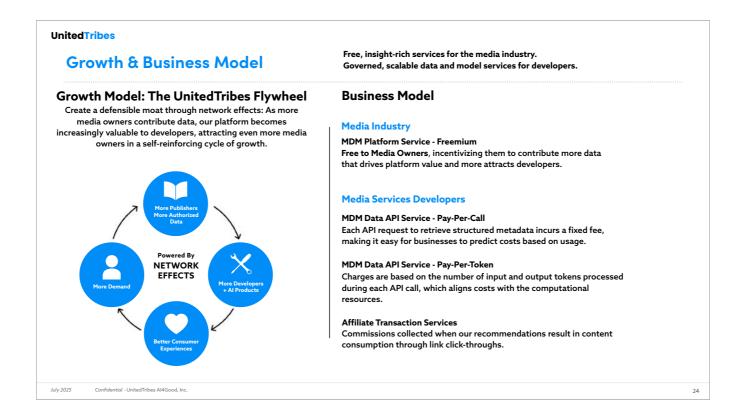
Matt, to speak to how these are ecosystem platforms...

This is platform play not a product play

thousands of developers leads to hundreds of millions of consumers.

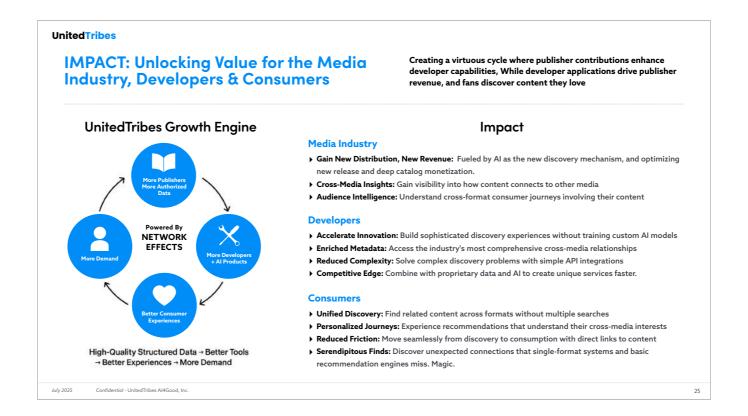
we sit in the middle to connect

needs a leap of faith...that we are fueling the new thing...transforming and distrupting the status quo and empowering a whole world of innovators



Transition>>> Nobody is winning today....But When we do this, everyone wins

When the Media indiustry wins, and Developers do...Consumers do



Transition: And we've already laid the foundation to get to work>>>



## How we work

- ➤ A Core Group of Foundational Partners. UnitedTribes has assembled a group of leading media companies as "Foundational Partners" to collaborate on developing the model and establishing industry standards, unlocking the full potential of their data. Foundational Partners provide media data and receive equity for participation, similar to how Spotify was launched.
- Foundational Partners. Have a direct, collaborative influence on model creation, licensing frameworks, and category-specific business models.
- An Ownership Interest. Outsized Returns. As the model grows, so does the value to our Foundational Partners. Our purpose is to make UnitedTribes the trusted industry-standard platform for cross-media discovery across the entire AI ecosystem.

The Right Solution at the Right Moment: UnitedTribes

July 2025

Confidential - UnitedTribes Al4Good,

2.

Transition: We've talked about the challenges facing the Media Industry, exploding Al world - developers and ultimately, Consumers, ....now let's talk about how we fix it.

#### Today's AI Models Don't Cut It

- ▶ Unauthorized Training Data: No access to publisher catalogs or rights information, forcing reliance on scraped data that creates legal uncertainty and produces second-tier content discovery.
- Dutdated & Inaccurate Information: In a 2025 study, only 21% of users agree that streaming services know what they want to watch better than they do resulting in frustrated consumers and missed monetization.
- Lost Revenue Opportunity: With 36% of consumers struggling to find content they enjoy and spending 10.5 minutes per session just deciding what to watch, Al's failure to provide direct consumption paths costs billions in engagement.

The Result: Al Discovery is Failing the Media Opportunity Millions of fans are missing content connections. Millions of fans are missing content connections.

Slide 3: Today's AI Models Don't Cut It Title: Why AI Discovery Is Failing Media Key points: Slide 3: Today's AI Models Don't Cut It Title: Why AI Discovery Is Failing Media Key points:

Unauthorized Data: Current AI models rely on indiscriminate web scraping, creating legal uncertainty

Inaccurate Information: Example: Severance Season 2 - Al reports "production delays" when final episode releases this week

No Path to Content: AI recommends media without providing direct paths to legitimate consumption

Metadata Blind Spots: Al lacks understanding of critical contextual relationships between different media formats Zero Publisher Control: Content owners have no way to update or correct information about their IP

Current AI models rely on indiscriminate web scraping, creating legal uncertainty

Inaccurate Information: Example: Severance Season 2 - Al reports "production delays" when final episode releases this week

No Path to Content: All recommends media without providing direct paths to legitimate consumption

Metadata Blind Spots: Al lacks understanding of critical contextual relationships between different media formats

Zero Publisher Control: Content owners have no way to update or correct information about their IP

Film News

Nov 20, 2025 10:00pm PT

'A Complete Unknown' First Reactions Praise 'Shockingly Moving' Bob Dylan Biopic: Timothée Chalamet's Performance Is a 'True Tour De Force'

By Ethan Shanfeld Plus Icon Timothee Chalamet

#### Macall Polay

The first reactions to Timothée Chalamet's "A Complete Unknown" have started rolling in on social media ahead of the Bob Dylan biopic's Christmas release date, with members of the press praising Chalamet, Monica Barbaro and more for their performances in the film.

"Timothée Chalamet slides into Bob Dylan with an effortless yet focused determination. Fearless in some hypnotic moments," Variety's senior awards editor Clayton Davis wrote on X. "For me, it's Monica Barbaro and Elle Fanning that anchor the story of an illusive, mysterious man that remains in that sphere.

James Mangold helms with confidence, with gorgeous sets and costumes. Much respect to one of the best to do it."

"A Complete Unknown" is an upcoming biographical drama directed by James Mangold, focusing on Bob Dylan's transformative years in the early 1960s. The film chronicles Dylan's journey from his arrival in New York City's Greenwich Village in 1961 to his groundbreaking electric performance at the Newport Folk Festival in 1965.

WIKIPEDIA

Timothée Chalamet stars as Bob Dylan, delivering live performances of over 40 Dylan songs, showcasing his skills on guitar and harmonica. The supporting cast includes Elle Fanning as Sylvie Russo, a character inspired by Suze Rotolo; Monica Barbaro as Joan Baez; and Edward Norton as Pete Seeger.

WIKIPEDIA

The film is set for release in the United States on February 25, 2025, with the soundtrack, featuring Chalamet's renditions of Dylan's classics, available on the same day. Notably, Bob Dylan himself has expressed enthusiasm for the project, praising Chalamet as a "brilliant actor" and expressing confidence in his portrayal.

PEOPLE

Related Stories
Illustration of a clock surrounded by tiny Kai Cenat heads
VIP+
How Kai Cenat Alerted Hollywood to 'Subathon' Power

Feral concept art CAA Boards Film Bazaar Colonial Horror Tale 'Feral'

Film critic Scott Menzel said Chalamet "delivers the performance of the year," adding: "A true tour-de-force where Chalamet is never seen. Chalamet's performance is not just about the voice and look but rather all of the little nuances and mannerisms that he perfectly brings to his life in his portrayal of Bob Dylan. Great supporting performances too from Monica Barbaro as Joan Baez and Edward Norton as Pete Seeger."

While the reactions to "A Complete Unknown" have been mostly positive so far, the biopic received some mixed responses, including from Los Angeles film critic Ryan Swen, who described the movie as "frequently incoherent/inaccurate" and "not terrible but often unsuccessful."

#### Girl from the North Country

Girl from the North Country is a jukebox musical with songs by Bob Dylan and written by Conor McPherson. It is the second show to use Dylan's music after Twyla Tharp's The Times They Are a-Changin'

#### Musical numbers

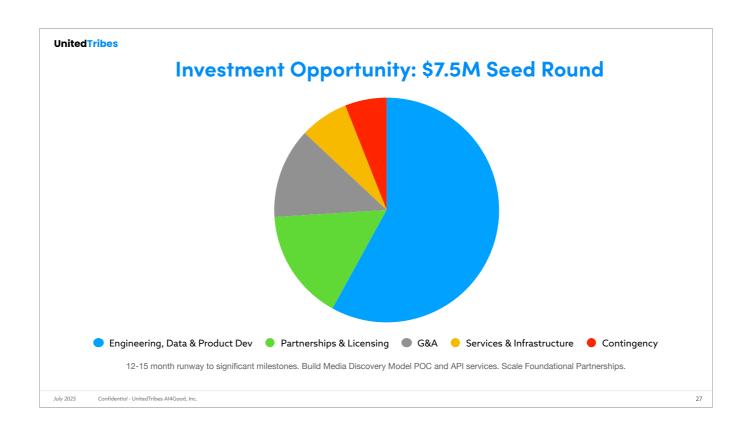
Twenty-eight songs by Bob Dylan appear throughout the show. Each is backed by instruments from the 1930s.

The Original London Cast Recording was made at Abbey Road in August 2017, and released by Silvertone/Sony Music on CD in September 2017[15] and double vinyl in February 2017.

The Original Broadway Cast Recording was made on March 9, 2020 at Reservoir Studios in Manhattan, and released by Legacy Recordings/Sony Music in August 2021.

Google search with Al Microsoft Bing Al w/copilot - 140M active daily users. 9/24 Zuck - Meta Al 500M monthly activities - 185M weekly Perplexity 10/24/24 100 Million searches per week Claude/Anthropic 54M per month

11/4/ Google Gemini 42M per month active users



Matt, early investment for platforms...\$\$\$\$

#### UnitedTribes

# Phase-1 Seed Goals: Building for Series A

#### **Technical Validation**

- Develop M&E knowledge graph, connecting across 5+ media verticals
- Achieve 50+%+ improvement in answer accuracy vs. GP LLMs on entertainment queries
- Establish technical infrastructure supporting 5M+ API calls per day with <100ms response time</li>

#### **Product Validation**

- Onboard foundational partners representing diverse media catalogs
- Acquire 5+ Development partners to establish API structure and onboarding
- Launch 2+ beta versions of reference applications

#### **Business Validation**

- Prove 40% increase in conversion rates for recommended content
- Show 50%+ lift in content consumption from Al-powered discovery
- Validate business and revenue model with 3+ partners

#### Organizational Validation

- Expand core team to 20+ professionals, including AI/ML specialists, media industry and API platform experts
- Implement governance structure for Foundational Partners and Al/Media Product Advisory Board
- Develop IP protection framework with compliance processes for rights management across all media categories

#### **Series A Readiness**

- > Develop robust dataset demonstrating correlation between our AI recommendations and business outcomes
- ▶ Secure 3+ enterprise pilot agreements with major consumer-facing applications
- Develop comprehensive go-to-market strategy that incorporates validated licensing frameworks, acquisition costs, LTV lifts, and revenue projections by segment, along with a path to profitability.

uly 2025 Confidential - UnitedTribes Al4Good, Inc.

28

This is a hugely disruptive play, but if we do it right...

	Competitive Po	sitioning
	BETTER Than General-Purpose AI Models	for Media & Entertainment
UnitedTribes Media Discovery Model (MDM) Competitive Advantages		
MDM IFeature	UnitedTribes MDM	General Purpose Models (OpenAI, etc.)
Content Foundation	✓ Proprietary cross-media schema paired with an extensive verified data repository	X Fragmented public data without structured media relationships
Revenue Optimization	✓ Designed specifically to increase content monetization by driving people to the content they love	X Responses often do not include links to content or links are hard to find
Industry Alignment	✓ Built with media leaders with shared incentives	X Developed independently with competing interests
Liability Risk	✓ LOW: Fully authorized cross-media data from UnitedTribes Partners	X HIGH: Data scraping without permission creates potential litigation risk
Content Accuracy	✓ Verified information from authoritative sources	X Prone to innacuracies and hallucinations about media content
ontent Freshness	✓ Continuous updates through publisher integrations	X Fixed knowledge cutoff dates (often 6-12 months old)
Cross-Media Intelligence and Fraining	✓ Purpose-built connections across all media formats fine tuned for discovery, recommendation, and conversion	✓ Siloed understanding of media limited by training boundaries results in a lack of understanding cross-media connections. Models generally do not provide links to legitimate purchase/streaming
Enterprise Features	✓ Comprehensive governance with rights management, access controls, and audit trails	✓ Basic content filtering without media-specific controls without transparency into model performance or activity
MDM API Services Com	petitive Advantages	
Developer API Services	UnitedTribes Offering	General Purpose Models (OpenAl, etc.)
MDM Data API	✓ Augment any predictive or language AI without training	X No equivalent data enrichment service
MDM Data API	✓ "Bring Your Own Model" flexibility	X Closed system requiring exclusive model use
MDM Model API	✓ Media-specific model optimized for cross-format discovery	✓ General intelligence without media optimization
ALL - Consumption Pathways	✓ Direct, trackable links to legitimate purchase/streaming	X References without conversion pathways
Publisher API Service	UnitedTribes Offering	General Purpose Models (OpenAl)
		X No attribution or analytics capabilities for publishers

MaTT>>>>Transition; And, its a massive opportunity, the and the timing is now.

Source File: https://docs.google.com/spreadsheets/d/18d3efsvuww-xg2tPGD6P6H61j8joxX2fm2baXI7LVIU/edit?usp=sharing



The market opportunity for UnitedTribes, as detailed in the seed deck, is both ambitious and well-founded. The \$3.4T global media market sets the stage – entertainment is a massive and growing pie. Within that, a substantial portion (estimated ~\$420B) revolves around the challenge of connecting people with content through data and personalization. UnitedTribes identifies that current solutions leave consumers dissatisfied and rights-holders concerned, thereby staking claim to a \$100B+ addressable target for a new, Aldriven discovery paradigm.

J.D. >>>Transition: AND, there's a tried and true business model to monetize this massive opportunity....

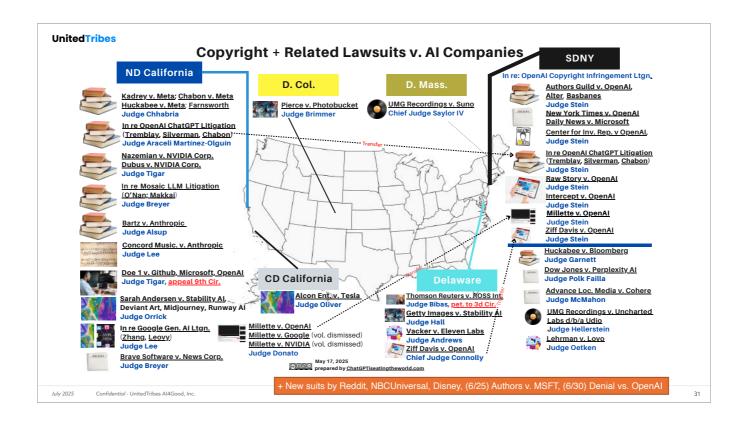
Key Narrative You're Conveying

This slide should clearly and visually communicate:

Scale: This isn't niche — it's a \$3.4T+ total addressable market

Focus: UT isn't trying to boil the ocean; it's capturing the most monetizable metadata opportunity

Urgency: Between Al growth, consumer frustration, and IP lawsuits, timing couldn't be more perfect



I Once Was Lost My Search for God in America

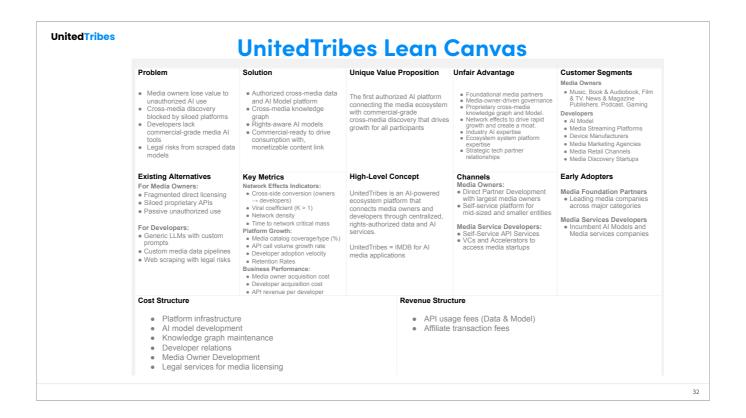
By Don Lemo

In a deeply personal follow-up to his #1 bestseller This is the Fire: What I Say to My Friends about Racism, a modern media iconoclast faces a test of faith—and reveals how such tribulations can make us stronger, as individuals and as a nation.

Renowned journalist Don Lemon always had a complicated relationship with God. He cherished the Southern Black church he was raised in, but struggled with the fundamentalist rejection of his right to exist as a gay man—one who wanted to marry his longtime love in a church wedding with all the traditional trimmings. In his work as a reporter, moreover, he saw his fellow Americans losing faith in a higher power, in institutions, and in each other.

Flipping the AI/LLM Script From reacting to badAI practices to setting the agenda. UMG establishes itself as an AI thought leader.

Scale down Don slightly



The market opportunity for UnitedTribes, as detailed in the seed deck, is both ambitious and well-founded. The \$3.4T global media market sets the stage – entertainment is a massive and growing pie. Within that, a substantial portion (estimated ~\$420B) revolves around the challenge of connecting people with content through data and personalization. UnitedTribes identifies that current solutions leave consumers dissatisfied and rights-holders concerned, thereby staking claim to a \$100B+ addressable target for a new, Aldriven discovery paradigm.

J.D. >>>Transition: AND, there's a tried and true business model to monetize this massive opportunity....

Key Narrative You're Conveying

This slide should clearly and visually communicate:

Scale: This isn't niche — it's a \$3.4T+ total addressable market

Focus: UT isn't trying to boil the ocean; it's capturing the most monetizable metadata opportunity

Urgency: Between AI growth, consumer frustration, and IP lawsuits, timing couldn't be more perfect



'Poor Things' composer Jerskin Fendrix finds there are no lines to cross for this score

UMP Classics & Screen signs famed 'Poor Things' composer Jerskin Fendrix Posted by Universal Music Publishing on 11 July 2024

Universal Music Publishing Group (UMPG), a leading, global publisher, today announced that award-winning composer and musician Jerskin Fendrix has been signed to an exclusive, global publishing agreement through the company's Classics & Screen division. Fendrix's critically acclaimed score for Poor Things earned him a multitude of awards, including Best Film Score at the 2024 Ivor Novello Awards and Best Original Score nominations at the BAFTAs and the 96th Academy Awards, making him the youngest composer to ever be nominated.