

Be In **overflow** Inc.

...gen media platform where culture inspires, commerce empowers, and community moves with purpose.

The Problem

Today's dominant platforms prioritize trends over truth—leaving audiences hungry for stories that reflect their values, identities, and lived experiences. Creators and brands rooted in faith, culture, and meaning remain overlooked, with no platform built to champion their voice or fuel their growth.

Our Solutions

Overflow is a purpose-driven media ecosystem that unites original storytelling, soulful commerce, and a values-aligned community. We produce content that uplifts, power seamless shopping tied to meaningful narratives, and cultivate a space where viewers become active participants.

Why Not

The market is shifting fast. Faith-based and culturally rich content is thriving: The Chosen boasts 500M+ views, Sound of Freedom earned \$250M globally, and Angel Studios is IPO-bound. Simultaneously, content and commerce are converging—NTWRK's \$108M acquisition of Complex validates the demand for culturally resonant, commerce-integrated platforms.

Yet, no single destination serves spiritually anchored, identity-driven storytelling paired with actionable commerce. Overflow is that platform—built for this moment, with the agility and purpose to lead where legacy systems fall short.

Market Opportunity

- **\$400B+ Global Diverse Media Market**
- **\$60B+ Projected Live & Shoppable Commerce by 2027**
- **\$10B+ Left Untapped Annually** by underinvesting in inclusive, purpose-driven content

Competitive Edge

- **Unified Ecosystem:** Streaming, commerce, and community in one seamless experience.
- **High-Impact Originals:** SLaunch titles feature A-list talent and mission-aligned IP.
- **Cultural Authority:** Deep ties with creators, tastemakers, and underserved audiences.
- **Tokenized Engagement:** OVF Coin turns users into stakeholders, fueling loyalty and growth.
- **Community-Led Discovery:** Curation driven by people—not algorithms—amplifies authenticity.

Business Model

- **Tiered Access:** Free, premium, and unlockable formats to maximize reach and revenue.
- **Shoppable Stories:** Every narrative powers product discovery and brand alignment.
- **IP Expansion Engine:** Overflow originals extend into licensing, publishing, and merch.
- **Creator Rev-Share:** Aligned brands and talent grow alongside the platform.
- **OVF Coin Utility:** Drives transactions, membership, and community participation.

Early Traction

- Flagship titles in post-production.
- Original channels and product partnerships underway.
- Creator deals and token integration in progress.
- MVP development active, landing page live, early buzz growing.

The Ask

\$350,000 Pre-Seed Raise

SAFE Note @ \$5M Valuation Cap.
Funding will accelerate MVP launch, content rollout, strategic partnerships, and user acquisition.

Use of Funds

- **Content + Product Inventory** – 50%
- **Marketing & Community Growth** – 20%
- **Team Stipends** – 15%
- **Legal & Operations** – 15%

Founder

Jeff Alexander Watkins – Founder & CEO

Award-winning producer (My Hero, Four Square Miles to Glory, Restaveks), founder of Condreal Studios, visionary in purpose-led media.

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