

A REALITY SHOW FOR CREATORS AND STARTUPS WHERE VIEWERS' ENGAGEMENT
TRANSFORMS DREAMS INTO REALITY

THE CROZ4 STARTUP



VIEWERS ARE PASSIVE COMMUNITY MEMBERS

- **Reality Shows** - No engagement, collaboration or investment opportunities for the masses.
- Most **podcasts** just provide information with no means for the listeners to involve themselves in the business or gain exposure to it
- **Crowdfunding** democratises startup funding through small contributions from many individuals. But it requires trust built on transparency and communication between founders and contributors.

EXISTING REALITY SHOWS SOLVING IT...BUT POORLY

STARTUP/CREATOR'S REALITY TV OPPORTUNITIES



[Shark Tank](#) & [Dragons' Den](#) - entrepreneurs pitch business ideas to a panel of wealthy investors, aiming to secure funding and mentorship in exchange for a stake in their ventures.



[Killer Whales](#) - combines the allure of entertainment with the complexities of Web3 technology. The show is produced by [Hello Labs](#)



Judges exclusively investing restricts diversity in funding and perspectives, potentially overlooking broader investor appeal.



The lack of community engagement overlooks the potential benefits of community support, market validation, and diverse perspectives in the evaluation process.



No post-investment follow-up hinders showcasing the real-world journey of startups, potentially limiting a comprehensive and educational viewer experience.

EXISTING PODCASTS SOLVING IT...BUT POORLY

TECH PODCAST WITH INVESTMENT OPPORTUNITIES



The Pitch is a podcast where you can hear entrepreneurs pitch their startups to real investors and get feedback. You can also check out the show notes to find out more about the startups and invest in them if you want.



Bankless explores crypto finance frontiers and offers guidance in the crypto space. The BanklessDAO Community is also part of their ecosystem, engaging in discussions related to cryptocurrency and decentralized technologies



Provide industry insights and startup spotlights but no way to engage with the startups or founders



Manual investments with minimum LP amount of \$10k+ and have no say in investments



Community have no say in who is interviewed or what questions are asked

HERE'S OUR MANIFESTO

1. **Tailored Content:** We're not serving up generic mush. We curate content that speaks to our viewers' souls. Whether it's bite-sized knowledge or deep dives, it's relevant, actionable, and life-changing.
2. **Viewer-Centric Approach:** We're not the overlords; we're the collaborators.
3. **Wisdom, Not Noise:** Forget the noise. We're in the business of wisdom. We sift through the data storms, distilling knowledge into something profound. Because wisdom is power, and power is change.
4. **Socially Driven:** We're not just a show; we're a movement. Our viewers shape the narrative. They vote, comment, and steer the ship. It's content democracy, and it's beautiful chaos.

INTRODUCING THE CRAZY STARTUP

The Crazy Startup (TCS) introduces an innovative reality show concept for creators and startups, where the audience can actively engage, collaborate, and invest.

The show's premise is simple yet revolutionary: creators and startups would battle it out, not just for fame and fortune, but for something far more valuable—the chance to turn their dreams into reality.

The goal is to launch **creators and successful businesses to the market** backed by a decentralised community while **educating the public about investment opportunities and entrepreneurship**.

MAKING THE CRAZY STARTUP HAPPEN

As podcast listeners are on the rise, we are going out to the market with **The Crazy Cast**, a podcast where listeners can engage, collaborate and invest in startups as well as learn from key people from the industry;

Endemol Shine Brazil embraced the concept of the reality show and has crafted **our script**;

Retail investors want control and trust over where they invest, and have a **relationship with the founder**;

Blockchain is becoming mainstream and will be used to **tokenise RWAs** and also **creators** through their social tokens;

The surge in **startup investment** interest is propelled by the advent of emerging industries and technologies like artificial intelligence and Web3.

WHY NOW?

MACRO VIEW OF INDUSTRY, IS THERE A BIGGER TREND WE CAN RIDE?

- Attention deficit is high and users require short bursts of knowledge
- The audience seeks greater participation and involvement in the show's narratives and decision-making processes.
- Retail investors are more interested in investing in early stage startups and creators without needing larger funds to meet minimum LP tickets

THREE TYPES OF TOKENS ON OUR PLATFORM

- **Creator tokens:** Creators can offer exclusive content and VIP chats to their fans.
- **Community tokens:** Decentralized governance to participate in Web3 projects and vote on their future direction.
- **Platform tokens:** to incentivise participation in The Crazy Startup. CRAZY token can be used to tip content creators, vote on governance proposals, or pay for products and services.

WHY US?

Investors should back us for our innovative concept, experienced team, strong market potential, scalability, robust business plan, transparent communication, and perfect timing.



Renato Dimarzio
Host + CEO

Experienced managing director and visionary entrepreneur. In his previous venture, he got the interest of Google and Draper university and that's when he founded TCS.



Ismail Bagosher
Host + Head of Strategic Partnerships

Venture builder and serial advisor, supporting web2 enterprises transition into web3 | outliers mentor | business on near dao lead contributor.



Neil Saggar - CFO
Managing Director at RGF GROUP CFO GigECoin & Buckingham Investments.



Carlos Dimarzio - COO
Experienced general manager for a multinational product distribution company, where his main focus was business administration, management and negotiations.



Irina Grinoka - Head of Communications
Managing financial strategy, financial functions and investor relations.



Raquel Milreu - Marketing Director
Over 10 years of marketing and graphic design experience with a track record of successfully designing trade shows, website development, and achieving top management marketing goals.



Ramon Silva - CBDO
Economist with a dynamic profile, and an entrepreneur who thinks outside the box. Experience with startups and public sectors

ROADMAP?

NOW

- AMAZON AWS Partnership - curation, indication startups and AWS Credits
- Flow Podcast - the biggest podcast in Brazil, distribution of the digital platform
- Partnership with uBits Capital (Crowdfunding Platform)
- Podcast release March 2024

PHASE 2

- Introducing a physical space for the interactive events and podcasts
- Mobile app for iOS and Android
- Community Building
- Exchange listing (Tier 3 and 2)



PHASE 1

- Announcement of our Blockchain partner
- TGE Q2 2024 + Token sales
- Brand Ambassadors and KOLs
- Team Expansion

PHASE 3

- Exchange listing (Tier 1)
- Launch of the Reality Show



THE CRAZY STARTUP

FOLLOW US:



RENATO DIMARZIO

CEO

renato@thecrazystartup.com



WHERE DOES THE MONEY COME FROM?

REALITY SHOW

- **Sponsorship & Advertising:** Secure sponsors for the show and incorporate product placements.
- **Licensing & Collaborations:** License show content, partner with industry players, mentors, or investors.
- **Events:** Organize exclusive premiere events or post-show discussions sponsored by relevant companies.

PODCAST

- **Sponsorship & Advertising:** Partner with companies for in-episode mentions and ad spaces.
- **Branded Content & Collaborations:** Integrate sponsored storytelling and collaborate with influencers or experts. **Events:** Host live events or webinars sponsored by relevant businesses.

WHERE DOES THE MONEY COME FROM?

LAUNCHPAD/CROWDFUNDING

- **Platform Fee:** Charge a percentage or fixed fee for successful crowdfunding campaigns.
- **Launchpad Token Allocation:** token allocations from crypto projects, fostering collaborations and enabling us to contribute to their success actively.

SUBSCRIPTION MODEL

Premium Access: Offer ad-free episodes, early access, and exclusive content for a subscription fee.

MERCHANDISING

Branded Merchandise: Sell custom T-shirts, stickers, mugs, etc., featuring your podcast/reality show branding.