

**CREATIVE IP,
ON-DEMAND.**

THE BIG AD AGENCY MODEL IS BROKEN

It's antiquated and relies heavily on outsourcing, leading to bloated costs, an inefficient process, and poor creative results.



**EXPENSIVE +
INEFFICIENT =
BAD ADS**

SO WE'RE PIONEERING A NEW AD MODEL

Borrowing from indie film studios like A24 and Blumhouse, we make high-creative, low-cost ad campaigns in-house and shop them directly to brands, with a focus on long-term creative IP and recurring characters.

HERE'S HOW IT WORKS...





STEP 1

We shoot a great ad campaign on spec
(eg. “**We can’t protect you from becoming
your parents, but we can protect your
home and auto**”)

STEP 2

We create ready-to-air versions
for **multiple target brands** (based on
identity and market opportunity)

GEICO

Nationwide

Allstate

PROGRESSIVE®



STEP 3

We launch a **blitzkrieg sales pitch**
for exclusive IP/Distribution rights,
targeting a **4x margin over cost**.



**BOBBY +
SNICKERS® +
MINI GRIM =
HOMERUN**

Check out the full creative pitch at
superlegit.mov/minigrim

BIG NEWS

We signed **Bobby Moynihan** to star in our launch campaign, and we're ready to shoot when funded.



**BIG AGENCY
BUDGET:
\$2-3M
OUR COST:
\$250K**



**OUR PRICING
\$350K/YEAR**

R1 materials transferred to brand
IP/Distribution controlled for term
5% royalty based on distribution spend
Exclusivity agreement for new materials

\$1.5M BUYOUT

IP/Distribution transferred to brand
2% royalty based on campaign spend for 10 years





WE ARE NEXT-GEN CREATORS

We're utilizing **cutting-edge filmmaking tech**, giving us a major strategic advantage.



FRESH CREATIVE IP + INDIE-SPEC MODEL = **AD SPACE DISRUPTION**

No one else is using this model except us, because we're daring enough to break the mold.



THE BIG VISION

Our model spans far beyond advertising. We're building an IP think-tank to author the next generation of **zeitgeist-defining properties** in Film & TV. Long term, we can scale to join the likes of content powerhouses like **A24/Netflix**.

TAYLOR MORANO

Founder & CEO | Editor for [Super Bowl commercials.](#)

JESSIE GILL

Head of Creative | Writer for [Smosh](#) & [Netflix](#).

HUDSON CASHDAN

CFO | Senior Equity Analyst at [Reach Capital](#).

JOSHUA STENSETH

Partner & COO. Founder of [HotDish Productions](#).

ZACH MEYER

Head of Production/Sales. Producer for [Nike/Peloton](#).

JOSH KWASSMAN

Head of Strategy/Design. Founder of [Squareast](#).



AND YOU'RE GONNA NEED A CREW AS NUTS AS YOU ARE

INVEST EARLY

We are seeking \$1.1M in a rolling pre-seed round. Funds will be used to complete our launch campaign, grow our operating model, and invest in creative talent.



TERMS

Shared Earnings Agreement

Minimum \$10K investment

10% of revenue

2x shared earnings cap

Basis converts @ series A

w/ \$5M val cap & 10% share discount

THANK YOU