

MRBEAST

The Future of Digital Entertainment

Jimmy Donaldson redefined YouTube with high-stakes stunts, massive philanthropy, and a data-driven approach to virality.



THE VIRAL FORMULA

HIGH STAKES & SPECTACLE

From counting to 100,000 to recreating *Squid Game* in real life, MrBeast's content prioritizes scale and retention.

RETENTION ENGINEERING

Every second is optimized to keep viewers watching. Fast pacing, massive sets, and cash prizes create an addictive viewing experience.

"MRBEASTIFICATION"

His style has influenced the entire platform,



THE BUSINESS EMPIRE



FEASTABLES

Launched in 2022, his chocolate brand is projected to hit **\$520 Million** in revenue in 2025, aiming to disrupt the snacking industry.

MRBEAST BURGER

A pioneering "virtual dining" concept that launched in hundreds of locations overnight, proving the power of his brand conversion.

REINVESTMENT STRATEGY

Unlike traditional celebrities, nearly 100% of revenue is reinvested into content, creating a flywheel of growth.

MAKING KINDNESS VIRAL



TEAM TREES

Raised over **\$23 Million** to plant 23 million trees worldwide, uniting the internet for a common cause.



TEAM SEAS

Partnered with Mark Rober to raise **\$33 Million** to remove 30 million pounds of trash from oceans.



BEAST PHILANTHROPY

A dedicated non-profit channel where 100% of ad revenue goes to feeding the hungry and building infrastructure.

UNMATCHED SCALE (2025)

452M

TOTAL SUBSCRIBERS

Dominating the platform globally

\$5B

BRAND VALUATION

Estimated Empire Value

full song

WHAT'S NEXT?

"Beast Games" on Prime Video

The biggest reality competition series in history with a \$5 Million prize.

"I want to make the world a better place before I die."

