

# 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."*