



Where **SMART** deals get done

WWW.CREATIVEINTELL.COM



AGENDA

- **INTRODUCTIONS**
- **MISSION/VISION**
- **MARKET EVALUATION**
- **GO-TO-MARKET**
 - **PRE-BETA**
 - **PRODUCT FEATURE WEDGES**
 - **COMPETITION & PRICING**
 - **BETA LAUNCH**
 - **PUBLIC LAUNCH & ONGOING**



When I signed, I didn't really know what was in my contract

- Megan Thee Stallion

You hear Megan's story all too often: the music business is a complex web of highly specialized legal agreements and, for a majority of artists, legal help can be out of reach.

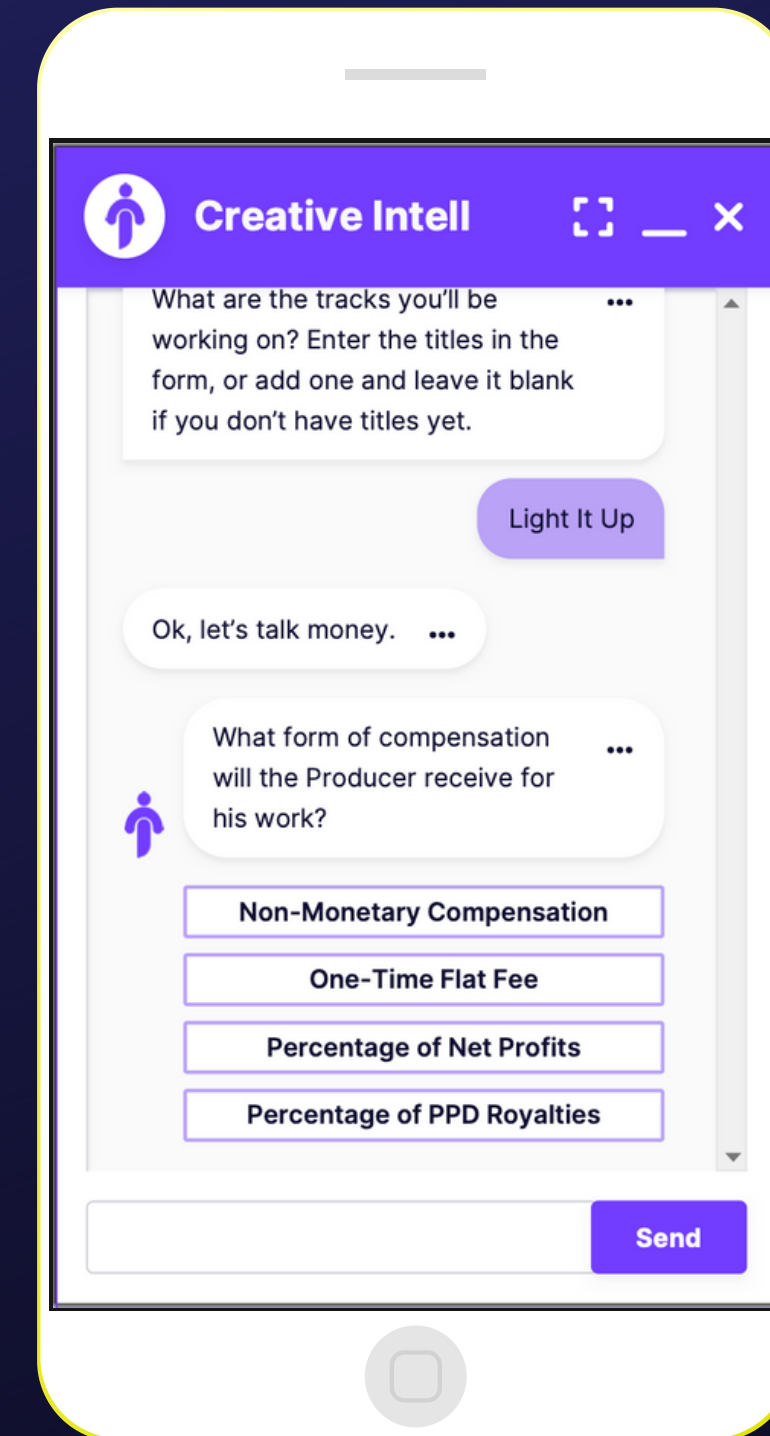
In order to be successful in the music industry, you need to be in control of your deals and understand what you're signing. To be competitive, you and your team need to be working together, in the same direction with actionable intelligence.

For too long, getting deals done has been an administrative nightmare: disorganized, antiquated and bottlenecked.

Until Now...



The **AI-powered** dealmaking platform that really **teaches** you the music business as it helps you get deals done fairly.





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Our mission is to modernize business dealmaking.

Our vision is to make the legal process more accessible and affordable to individuals throughout the creator/freelancer economy, starting with the music industry and rapidly expanding into other sectors.

The Creative Intell platform is an affordable SAAS model.

Our product offering includes Consumer, SMB, and Enterprise Solutions.

We are currently in testing and entering private Beta with a projected launch in Q1, 2023.

All good things start with a solid contract!



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SHORT TERM MARKET EVALUATION

Music Creators TAM



25mm

creators on
Soundcloud

x



2%

market
adoption
(500k Users)

x



\$642

average annual
subscription

=



\$321mm

projected annual revenue



**100,000 new songs are
uploaded to Spotify every day**

That's 36,500,000 a year

**Examples of rapidly growing
Software as a Service
subscriptions for musicians:**

Splice:	4mm users
BeatStars:	2mm users
Songtrust:	350k users

**Industry size of Online Document
Provider industry (OLPs):**



\$8 Billion

Annual revenues generated from
online legal form providers



MID-TERM MARKET EVALUATION

We have a multitude of other TAMs we can enter after the Music Industry:-

Freelancer TAM



58mm

Freelancers in US
& Growing

x



2%

market adoption
(1.16M Users)

x



\$642

average annual
subscription

=



\$745mm

projected annual revenue

Creator TAM



50mm

Creators in US
& Growing

x



2%

market adoption
(1M Users)

x



\$642

average annual
subscription

=



\$642mm

projected annual revenue



LONG TERM MARKET EVALUATION


As we mature, there are a multitude of other markets we can enter into, such as:

- TV/Film
- Video Games, 2
- Theater
- Sponsorship
- Product Licensing, 2
- Professional/College Sports
- Fashion/Modelling, 2, 3
- Book Publishing, 2
- Event and Convention Production



9mm

x



2%

market adoption
(0.18M Users)

x



\$642

average annual subscription

=

Prospects



\$116mm

projected annual revenue

*Sources Linked



QUOTES FROM POTENTIAL CUSTOMER INTERVIEWS

"The rising artists biggest fears are 'how much money am I going to get?' 'I don't know exactly what I agree to' 'losing control of their music' and 'my lawyer knows the other party better than me'. The Creative Intell platform takes away all of those fears. It's a no brainer for an artist who writes songs with other people every day or someone who is gaining traction with a new agent or manager, they get their deals done faster, by avoiding lawyers who take lots of time."

Jeff Rogers, Artist Manager,
representing...

"The biggest hurdle that indie artists, is making sure that they are releasing music that they have the rights to release, and having the ability to capitalize on all the possible revenue streams. Budgeting for the legal fees for your music is tough, this is a way for you to take care of that without a larger budget allocation going to legal fees."

Matt Buser, Music Industry Attorney

"I already have a draft contract that I use for buying beats, but I'm sure it's out of date. But as an independent artist without a manager to handle these things, I could really see the value of using CI as I scale."

Michael Rios, Indie Recording Artist

"Creative Intell is disrupting the music industry by providing a resource to everyone with regards to business and legal affairs support. They are finding an affordable and more approachable way for artists, producers, and labels to get legal services through technology. I used to spend 10-15% of annual revenue on legal fees, no more! Thank you Creative Intell."

Frost Hernandez, Indie Manager & Label
Operator, helped launch The
Chainsmokers

"Creative Intell is a place where you can have a more efficient way to get a contract. Something quicker than getting a lawyer involved. Speed is of the essence. As an indie artist, if you need something reviewed, it takes away opportunities because of the timing of involving lawyers."

Sammie Rae, Indie Recording Artist

"CI is a deal making platform made easy. It's a way to eliminate the middle man in deal making within the music industry. It's a one stop shop for everything in your music career, from education to shopping a cleared catalog of songs."

Christin Tetteh, Indie Recording Artist

PERSONA PAIN POINTS

Different customer personas experience a variety of pain points in getting their music industry deals done:



DIY/Semi-Pro Musicians

Producers, Songwriters,
Recording Artists

- Engaging lawyers is expensive.
- Lawyers don't want to take on commission clients too early.
- Fear that they don't complete or file all necessary paperwork.
- Bad arrangements that lead to disputes.
- Lack of quality educational resources: outdated reference books and amateurish instructional videos.
- Lacking good advice - asking other artists and creators.
- Slow speed to market with music releases.
- Protect your music.



Professional Musicians

Producers, Songwriters,
Recording Artists

- Hard to get the team on the same page, with careers being derailed as a result.
- When success arrives, time and money is wasted hiring lawyers to clean up problematic agreements.
- Business methods haven't kept up with the industry.
- Don't fully understand the agreements they are signing.
- Lack of administration leads to loss of revenue.
- Slow movement from participants kills deals.
- Knowing where to find additional revenue streams.
- Protect your music.



Industry Professionals

Managers, Lawyers, Business Managers,
Agents, Record Labels, Publishers,
Advisors, Executives etc.

- Lack of modern sophisticated industry tools.
- Pressure to close many deals quickly results in deals falling through the cracks (bad aftermath).
- Bottlenecks to the collection of monies.
- Less time for high-value tasks.
- No authoritative source for law and deal information in an ever-evolving industry.
- Clients without adequate knowledge of the industry.
- Legal sales funnel cultivating future clients who aren't yet ready for full scale legal services



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Development/GTM Timeline

1

Testing

MVP Product is currently in development with core features being tested

2

Closed Beta

On track for late October

3

Limited Public Release

Will open December thru January

4

Open Public

Planned for Q1 of 2023

5

Product Market Fit



GTM - COUNTER SIGNER FLYWHEEL



The Creative Intell platform is designed to take advantage of Reed's Law for exponential growth. As we onboard new users, both free and paid, each contract they create will also give us a new Free Trial Account for their Counter Signer.

Web Traffic

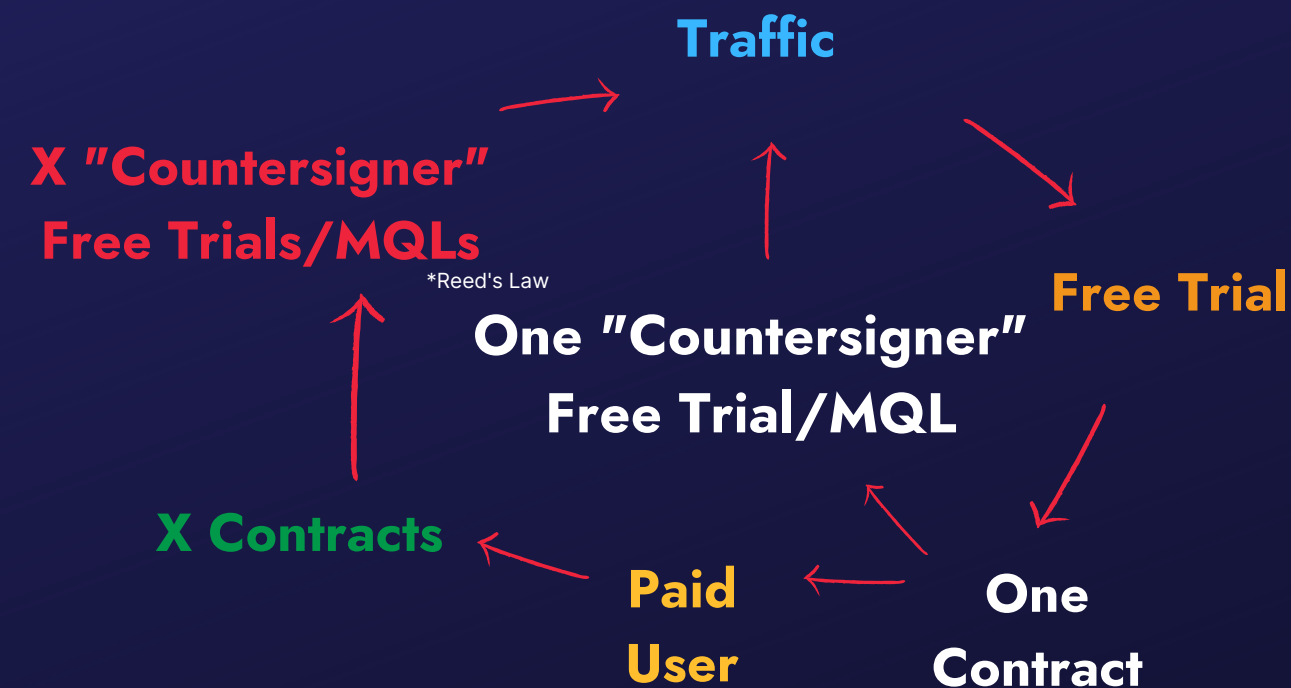
Everything starts with web site traffic, driving people to our website is the gas to our business machine. With our web traffic, we will generate new Free Trial accounts and Paid User accounts.

Counter Signers

All counter signers on contracts will get Free Trial accounts. We will integrate them into our ecosystem and market to them to drive web traffic, which will in turn convert these Free Trial accounts to paid.

X Contracts

Each Paid User account will generate multiple contracts per month. Each of these contracts will refer us a new Counter Signer, who will give us an additional Free Trial account, like an MQL.



Free Trials

With website traffic, we will generate Free Trial accounts. We will onboard these new customers, and activate them with 360 degree campaigns to drive more web traffic to convert these Free Users to Paid Users.

One Contract

Each Free Trial account will get to create one contract. With each of these contracts come a Counter Signer, who will be new to the platform and will give us an additional Free Trial account, like an MQL.

Paid User

From our website traffic and conversion from Free Trial accounts, we will generate new Paid User accounts.



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GTM PRE-BETA - STRATEGY



Industry Partnerships

Data Partners

Business partners who will integrate with our SaaS to provide joint customers ability to deliver deal data between platforms. They will also drive affiliate traffic.

Affiliate Partners

Business partners who will send us web traffic based on their user base for a commission



ABM & Paid Media

Channels/Mediums

- Lead Magnets
- Influencers
- Webinars
- Google
- Instagram
- Facebook
- Discord
- Surveys
- Celebrities
- Funnels
- YouTube
- TikTok
- Reddit
- Emails



Organic Media & Halo

Channels/Mediums

- Google
- LinkedIn
- Instagram
- YouTube
- Reddit
- Partner Announcements
- Blog
- Facebook
- Twitter
- TikTok
- Press Releases



GTM PRE-BETA - PARTNERSHIPS

These are the various types of partnerships we will utilize in our GTM plan:

Affiliate

People market our product using a link or code. Every time a new user signs up using their unique affiliate code or link, they earn a commission.

Influencer

We will pay creators and musicians with a substantial amount of followers or influence in their community or industry to post about our services and points of differentiation.

Brand Ambassador

We will gift products, services, and merchandise to loyal followers or customers who genuinely love the product and post about it regularly on social media.

Data Integration

We will share contract metadata with industry partners and PROs to better administer deals/rights to benefit mutual users.



GTM PRE-BETA - AFFILIATE PARTNERS

We plan to launch a full-fledged Affiliate program, which will compensate our referral partners on an ongoing basis, based on the monthly recurring revenue that they send to us.

Affiliate Promotions

Affiliate partners put a trackable link to our product in their own marketing materials in order to drive web traffic to our site.

Revenue/Commission

Upon receipt of revenue, the affiliate receives their commission for that sale, within the same time period.



Customer Converts

A prospect clicks on the affiliates trackable link, comes to our website and converts into a paying customer.

Conversion Tracked

All conversions are tracked through a 3rd party affiliate software platform which follows strict rules for what is considered a conversion for affiliate payment.



GTM PRE-BETA - INDUSTRY & DATA AFFILIATES

Below represent affiliate/partnership opportunities to drive traffic and user acquisition



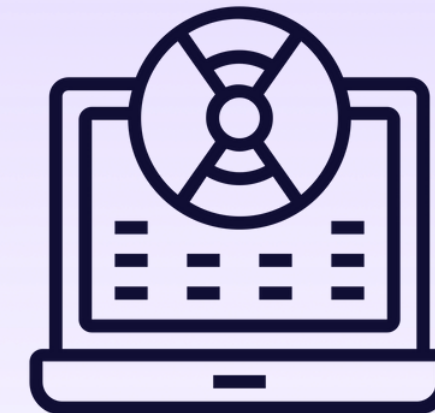
Industry Associations

BMI	750K
ASCAP	875K
SESAC	30K
The Recording Academy	6K
Sound Exchange	590K
A2IM (independent labels)	805K



Creator Tools

Loop Labs	1mm
Protools/Avid	1mm
Splice	4mm
Fender Digital	50k
Patreon	129k
<u>Songtrust*</u>	350k
<u>Bandlab*</u>	50mm



Creator Distributors

<u>Soundcloud*</u>	25mm
<u>CD Baby*</u>	950k
<u>Tunecore*</u>	3mm
United Masters	1.5mm
Vydia	150k
<u>Distrokid*</u>	2mm
<u>Landr*</u>	3mm



GTM PRE-BETA - MAJOR INFLUENCERS

We plan on making an equity offering for several major influencers in this space that can offer a true partnership in promoting our product.

Some of the potential artists with real-life struggles in the legal world:

- Megan Thee Stallion
- Lil-Wayne
- Wiz Khalifa
- Tyga
- Juicy J
- Frank Ocean
- Meek Mill
- Summer Walker
- Kesha
- LeAnne Rimes
- Chance the Rapper
- Lil Nas X



"When I signed, I didn't really know what was in my contract. Creative Intell's built in education, ensures that you know what you're signing, and you can make an informed decision. If I had Creative Intell before I signed with 1501, I wouldn't have had all the problems I've had to deal with."

**Megan "Thee" Stallion,
3 Time Grammy Award Winning Rapper**

Artist as potential influencers

- The Killers
- Bad Bunny
- Post Malone

Producers as potential influencers

- DrummaBoy
- Mike Dean
- DJ Khalid

Social Media Creators as potential influencers

- Gary Vee
- Tal Fishman



GTM PRE-BETA - BRAND AMBASSADORS

One way we plan on taking advantage of Guerilla Marketing tactics is through the use of a street team/group of brand ambassadors; The benefits are outlined below:

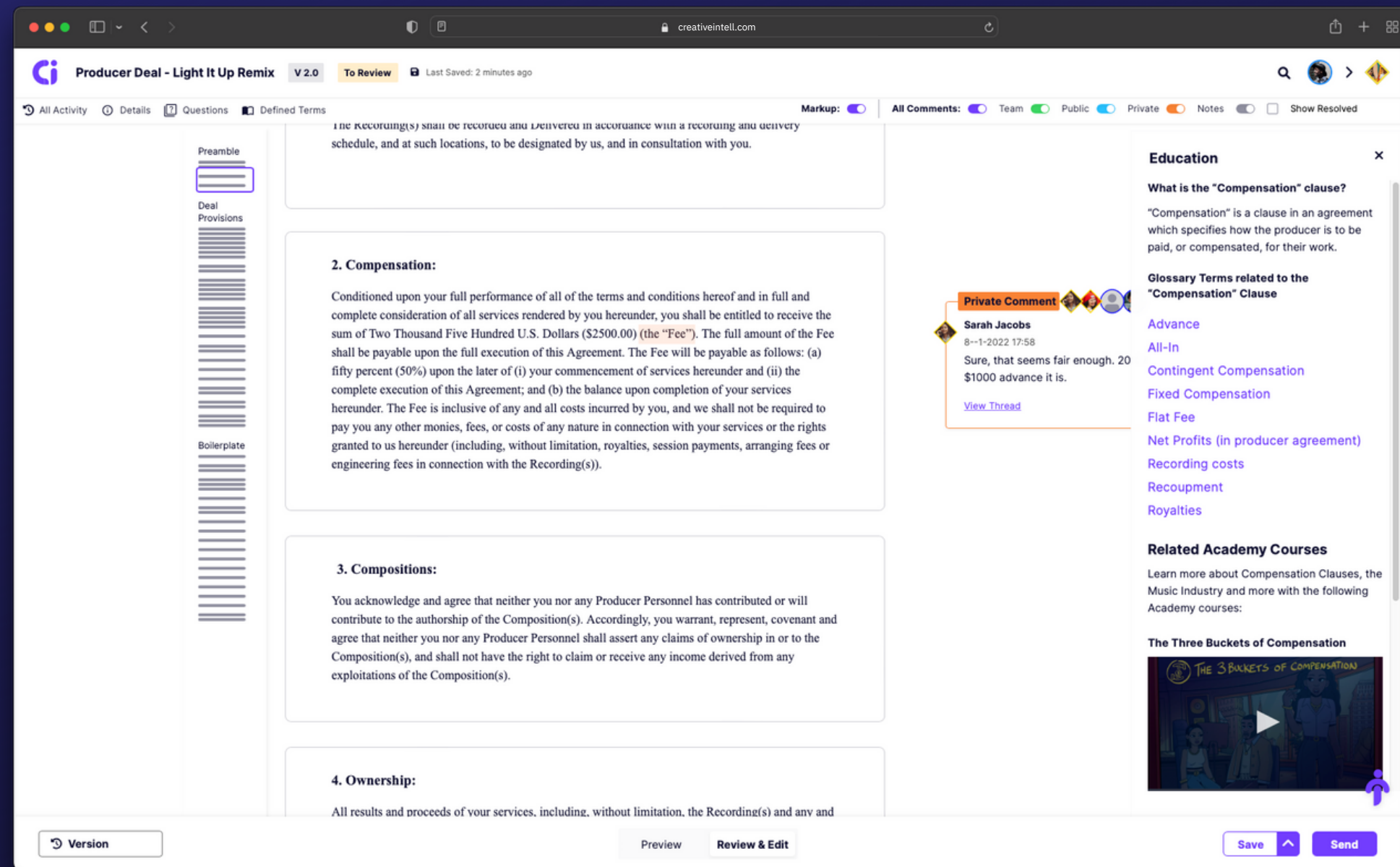
- Increase brand awareness & connect with our target market
- Connect our brand with their networks and audience
- High value for money invested compared to traditional forms of advertising
- Allows users to experience our brand vicariously & build trust
- Adds credibility through association and personal endorsement of brand
- Engages, educates, & entertains our current audience
- Delivers information efficiently & effectively, requiring minimal audience time and effort
- Gives visibility and a persona to our brand that endears us to the target market
- Provides content for your marketing activities that can be used across multiple platforms



AGENDA

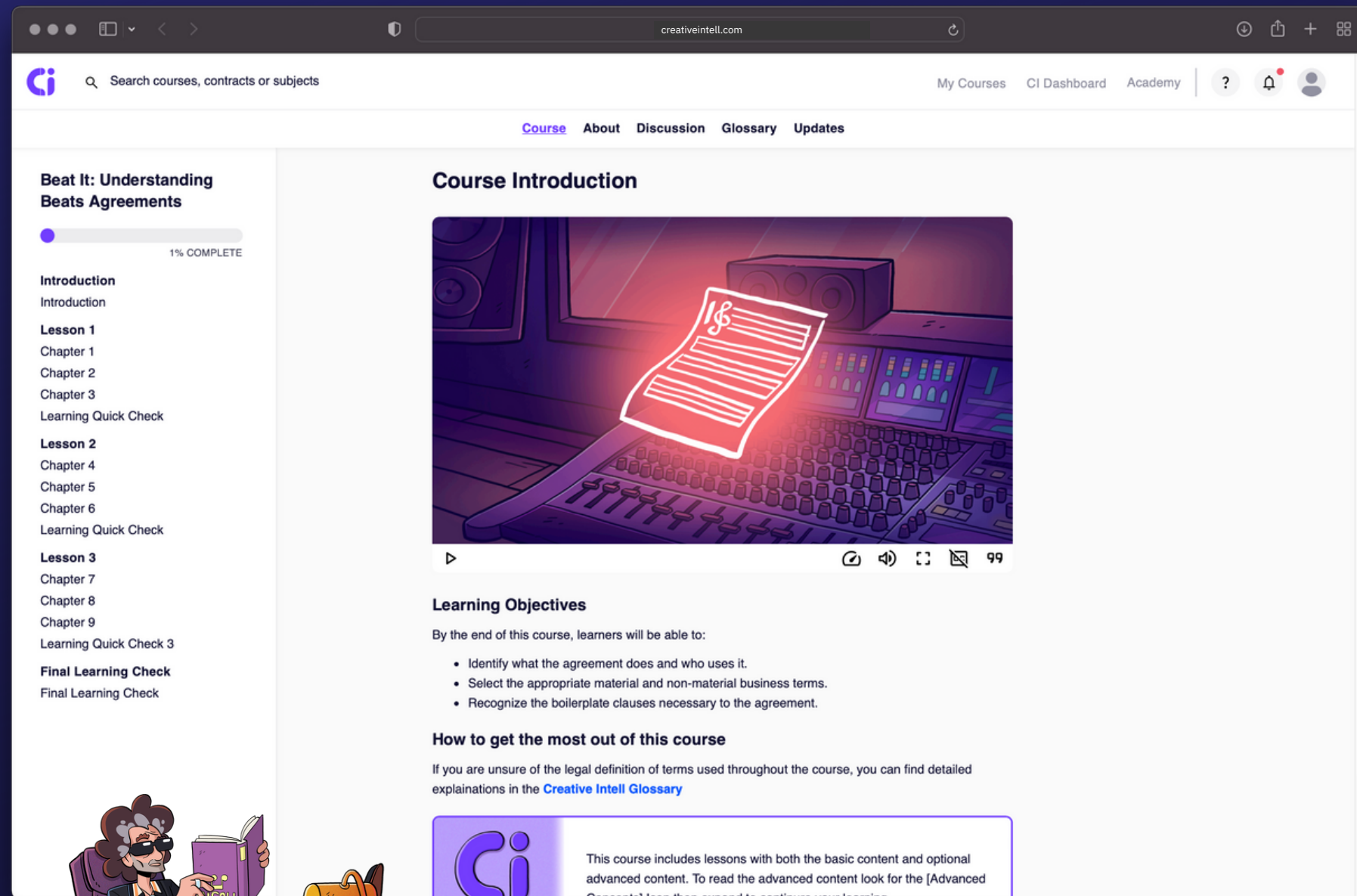
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Get **EDUCATED** and make better deals



- Everyone deserves access to the information required to make a fair deal. No one should ever sign a contract they don't understand.
- No need to search outdated books or the web. We provide fully accurate, up-to-date industry education, as you need it and where you need it with our embedded educational tools and tips.
- Every clause explained, every concept covered — legal language is demystified and made simple. We even let you know industry averages for the terms of your deal.
- Learn to protect yourself and earn ALL the money you deserve.

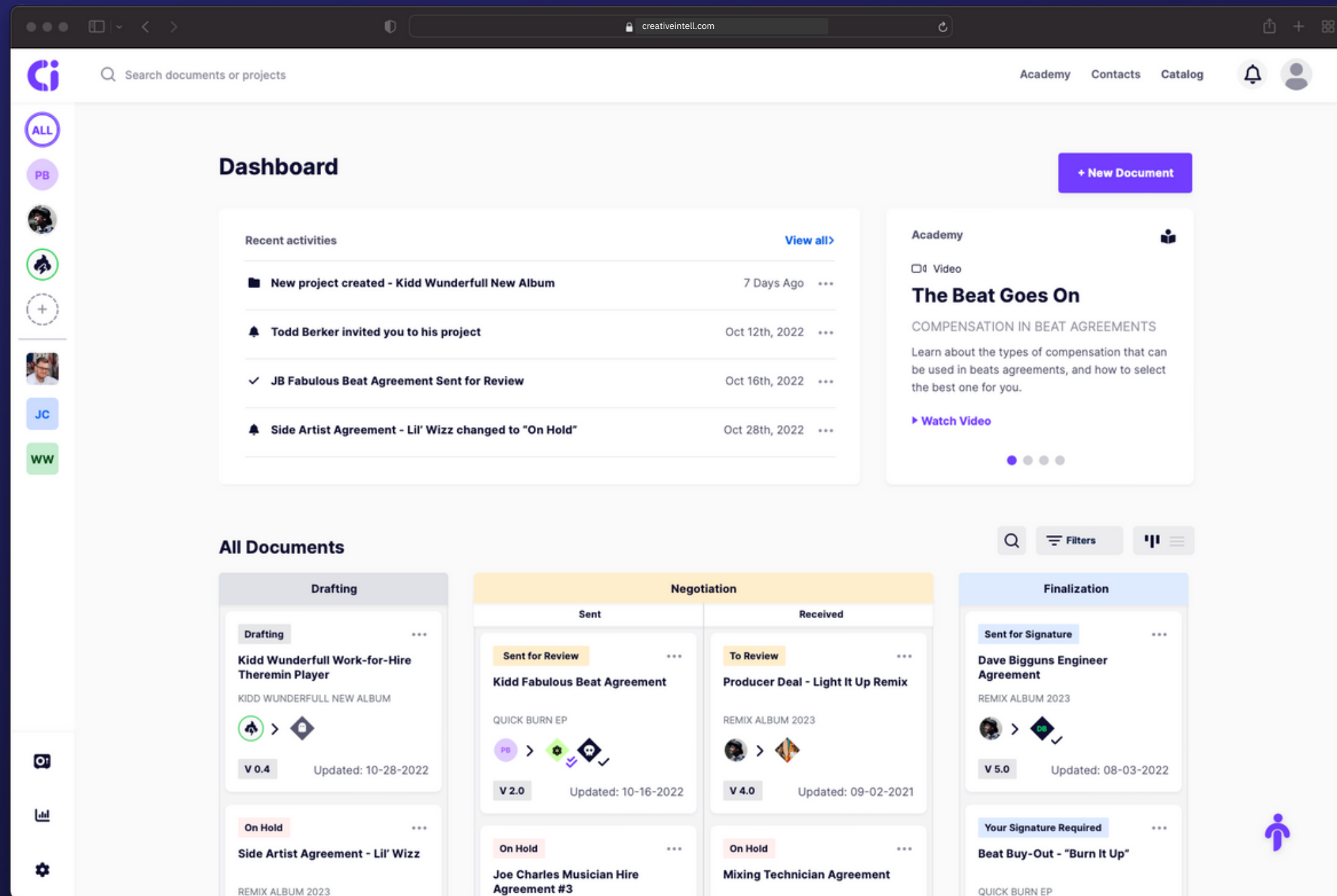
We make **MUSIC BUSINESS EDUCATION** seriously fun



The CI Academy comes loaded with proprietary educational content.

- Complex matters simplified through animated storytelling.
- Large library of animated videos created for our subject matter by experts in music and entertainment law.
- Educational tools embedded alongside contract drafting tools and integrated into chatbot let you learn while drafting.
- Standalone courses on all major topics: Recorded Music, Publishing, Management, Contract Basics and more.
- Every contract on the platform has a specific course with clause-specific explanations.

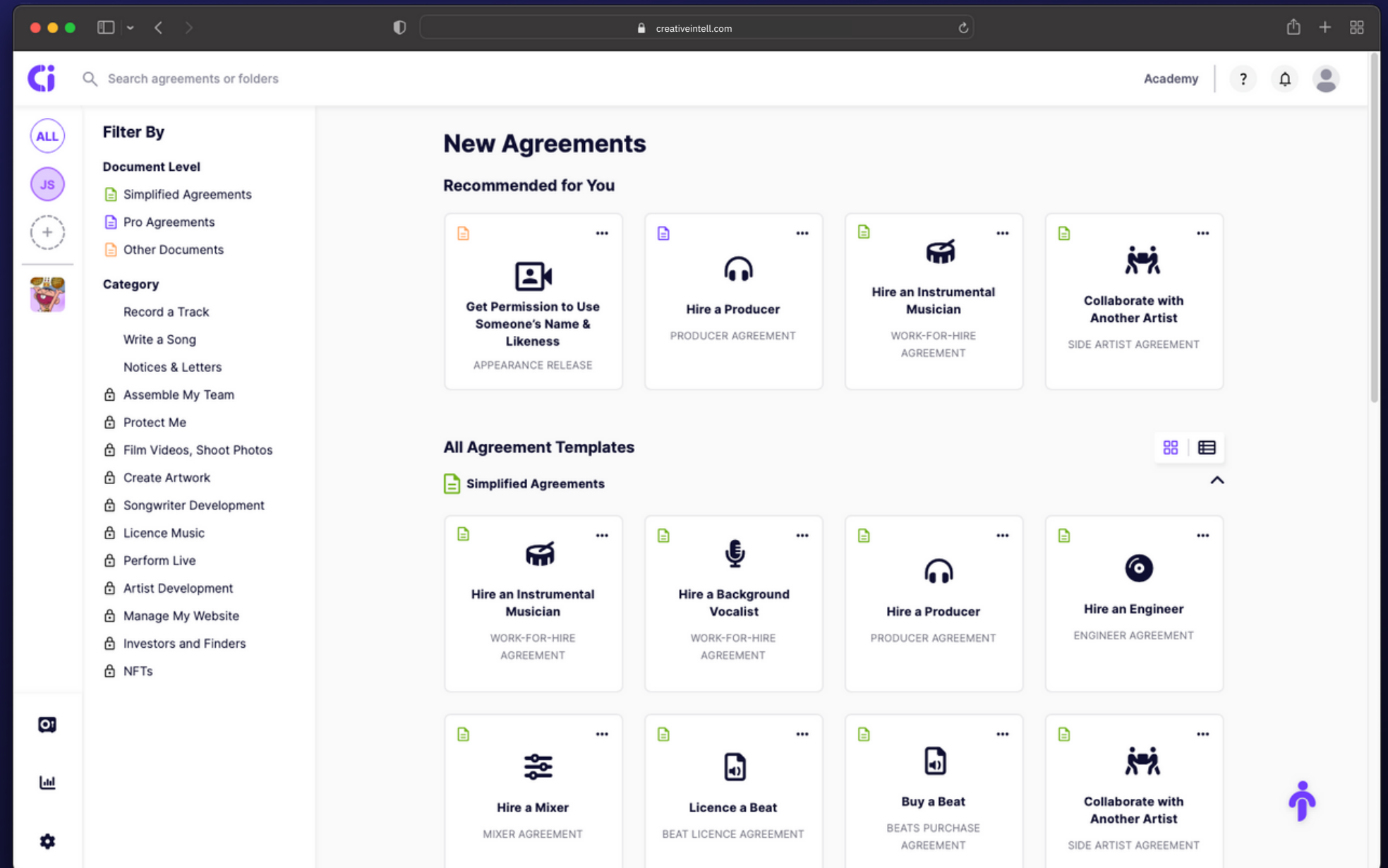
Take **CONTROL** of your deals



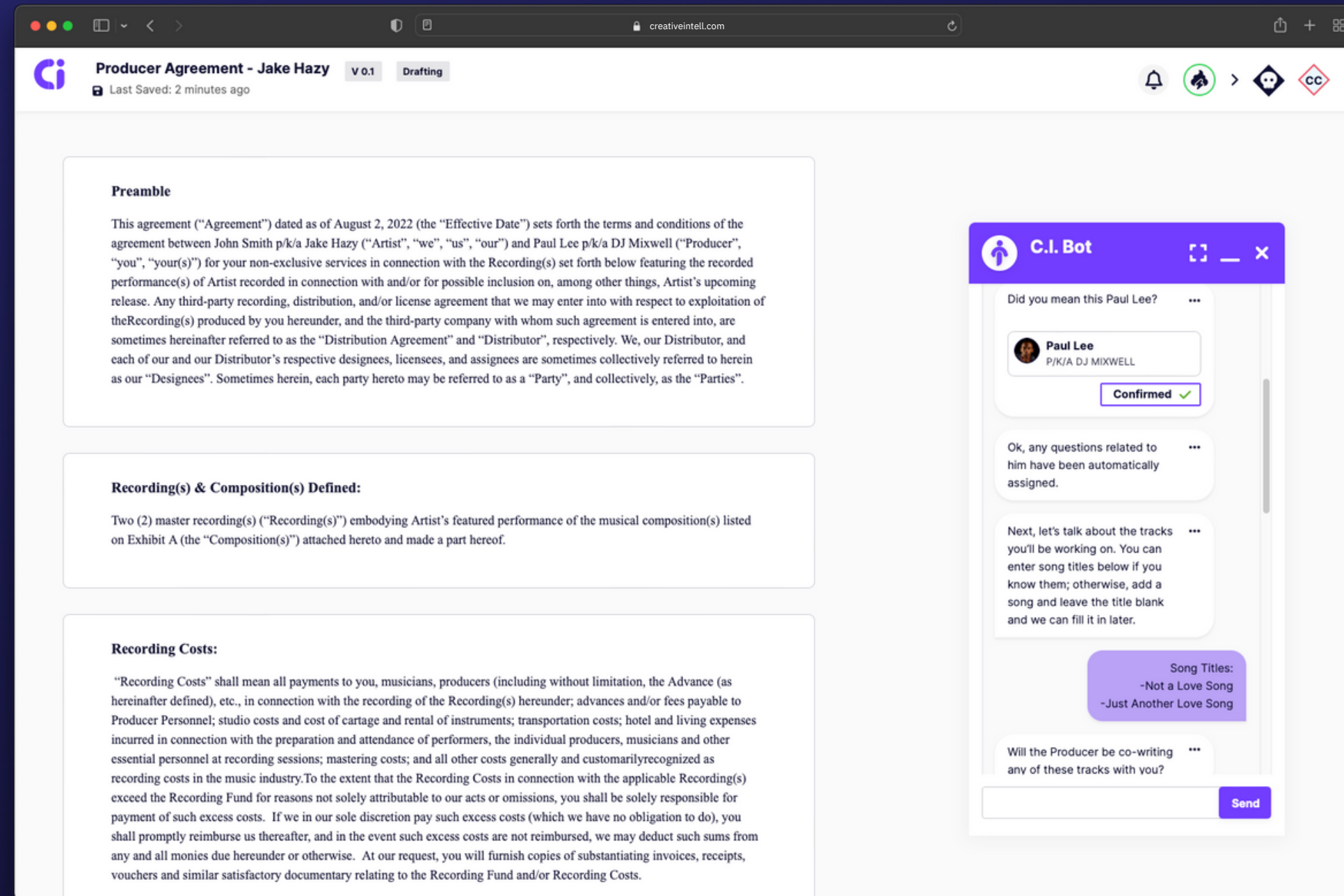
- Our Dashboard has everything you need to make a deal. **Create, review, negotiate, approve, sign,** and **manage** deals in one unified workspace.
- Relax, our Kanban-style deal tracker let's you easily follow every deal through its entire lifecycle.
- Stop chasing everyone to get your deals done — with real-time status updates on all your activities.
- Easily add your legal and management teams and assign roles to control access across your workspace.
- Communicate with your team and your counterparties' teams for more productivity and a better experience for everyone involved.

Click to **CREATE** all the deals in the music industry

- Searching and downloading questionable legal forms and templates from the internet is not a best practice.
- Access over 40 types of agreements, developed by music industry legal experts — all ready for your customized drafting, with the help of our AI Chatbot.
- Find all the contracts you need for recorded music, music publishing, touring, artwork, websites, video, merchandising and more.
- Additional types of agreements are being added regularly — allowing you to make even more deals!



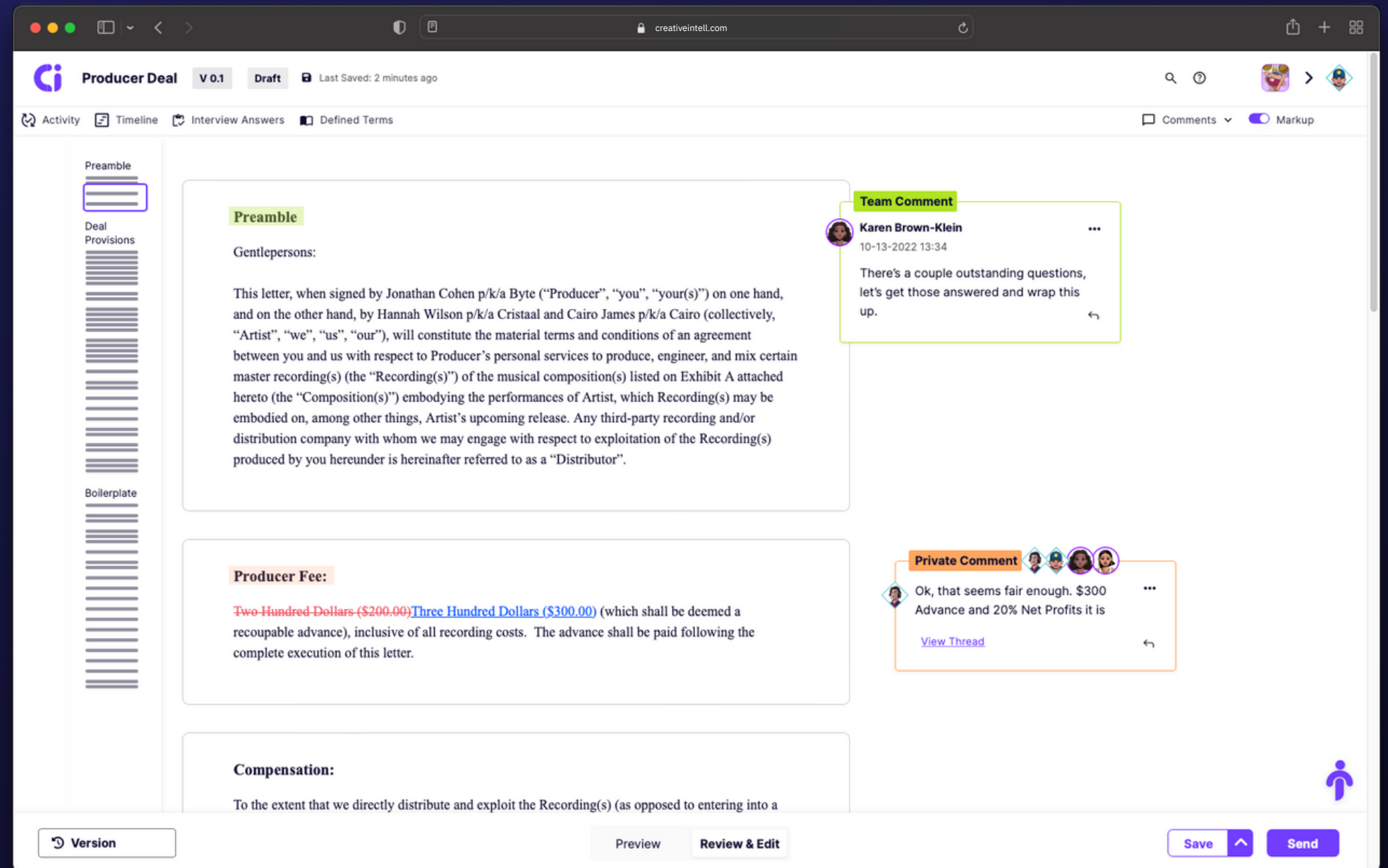
Easily **DRAFT** customized deal documents in minutes



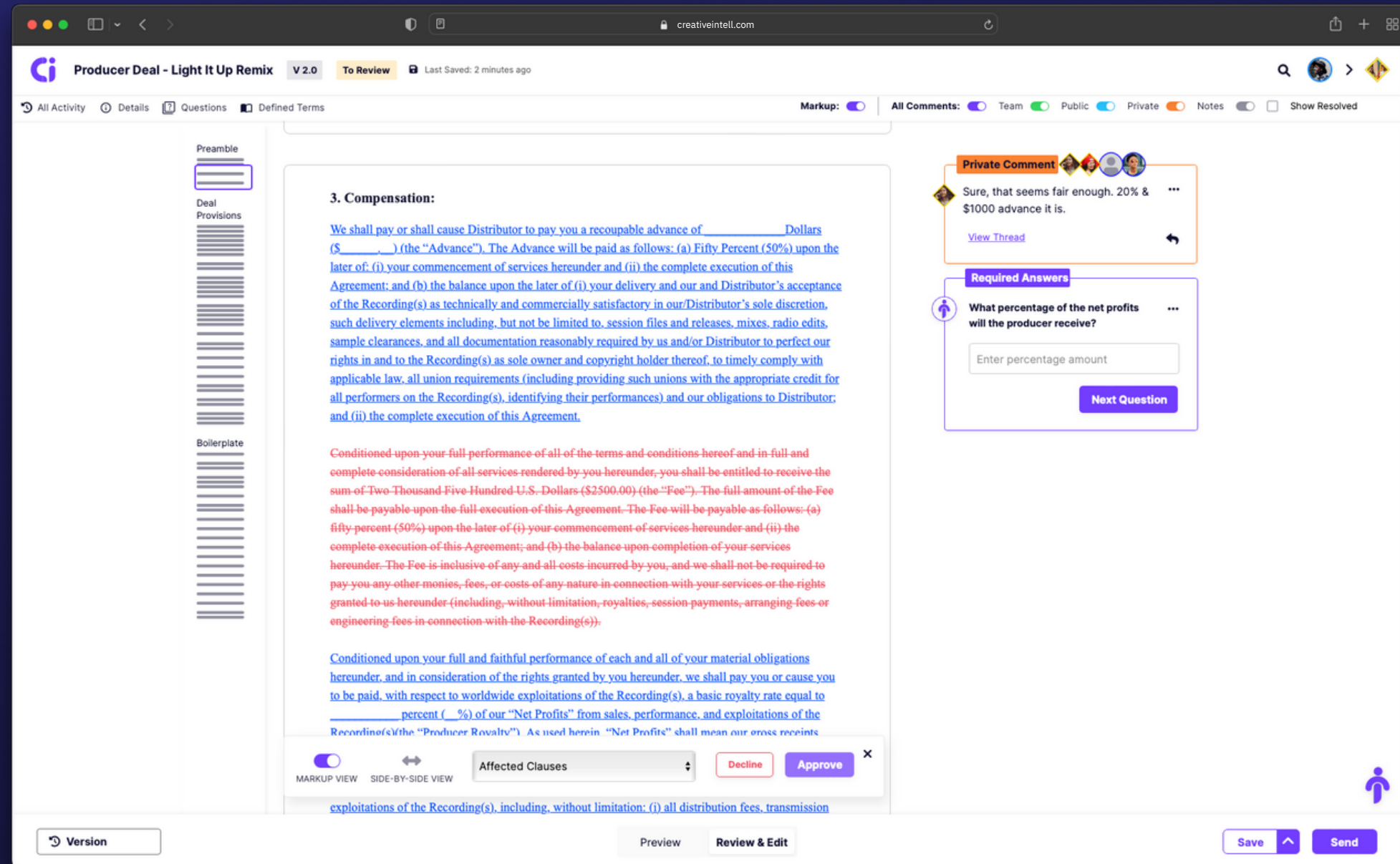
- Now you can generate documents blazingly fast, saving time and money, while keeping the deal alive. We call it contract magic – and you're the magician!
- Our A.I. Chatbot guides you through drafting custom music industry agreements with education at your fingertips.
- Watch your document being created in real time. You're fully in control, not just filling out a template.
- Once you've experienced the magic of document automation, you'll never look back.
- Create even the most complex and accurate documents within minutes.

Make COMMUNICATIONS a team sport

- Get rid of the bottlenecks, missed deadlines, and your unmanageable inbox.
- Artists, lawyers, managers, and advisors all working together on one platform — now that's collaboration!
- Work more efficiently with your team and your counterparties' teams. Collaborate in real time.
- All your communications are private, secure, and stored on one platform.



Make **NEGOTIATING** your deals seamless



- Stop sending documents via unsecure emails.
- Fully negotiate your deals without ever leaving our platform.
- We study current industry practices and improve upon them by eliminating the pain points.
- No more tracking changes across multiple files; comment and collaborate securely in one unified workspace.
- Create a redline with one click.
- Get "heat meter" alerts on the level of favorability of each legal clause to let you know how one-sided or fair it is.
- Live negotiation mode puts your collaboration and negotiation on hyperspeed.

Get your deals **FINALIZED** fast!

- Forget about fumbling to upload documents to set up a signing. We get to yes faster with our integrated e-signature feature.
- Automatically save your documents securely in our archive and export anywhere you want.
- Instantly find the documents you need through platform-wide search.
- Protect the privacy of your deals with our robust data security and audit trail.

The screenshot displays the Creative Intell e-signature platform interface. At the top, the Creative Intell logo is on the left, and the text '2 Required Fields' is on the right, accompanied by 'Start Signing' and 'More Actions' buttons. The main content area shows a document with three sections:

26. NOTICES:	All notices to be given by either party hereunder shall be in writing and shall be delivered by hand or by United States certified mail, postage prepaid, return receipt requested, to the address of each party as first set forth above until notice of a new address shall be duly given, except that royalty statements and any payments due hereunder, shall be sent to you at such address by regular mail.
27. JOINT DRAFTING:	The parties acknowledge that they have participated jointly in the negotiation and drafting of this Agreement and, in the event an ambiguity or question of intent or interpretation arises, this Agreement shall be construed consistent with the joint drafting of this Agreement by the parties and no presumption or burden of proof shall arise favoring or disfavoring any party by virtue of the authorship of any of the provisions of this Agreement.
28. ADVICE OF COUNSEL:	YOU ACKNOWLEDGE AND AGREE THAT YOU HAVE READ THIS AGREEMENT AND HAVE BEEN ADVISED BY US OF THE SIGNIFICANT IMPORTANCE OF RETAINING AN INDEPENDENT ATTORNEY OF YOUR CHOICE TO REVIEW THIS AGREEMENT ON BEHALF OF YOU. YOU HEREBY ACKNOWLEDGE AND AGREE THAT YOU HAVE HAD THE UNRESTRICTED OPPORTUNITY TO BE REPRESENTED BY AN INDEPENDENT ATTORNEY. IN THE EVENT OF YOUR FAILURE TO OBTAIN AN INDEPENDENT ATTORNEY OR WAIVER THEREOF, YOU HEREBY WARRANT AND REPRESENT THAT YOU WILL NOT ATTEMPT TO USE SUCH FAILURE AND/OR WAIVER TO OBTAIN AN ATTORNEY AGAINST US OR OUR DISTRIBUTORS, LICENSEES, ASSIGNS, OR ANY OF THEIR SUCCESSORS, OR TO ATTEMPT TO NULLIFY OR CANCEL THIS AGREEMENT IN WHOLE OR IN PART.

Below the sections, a paragraph states: "IN WITNESS WHEREOF, the Parties hereto have executed this Agreement as of the Effective Date first above written. By signing below, the executing Party agrees to be bound by the above terms and conditions."

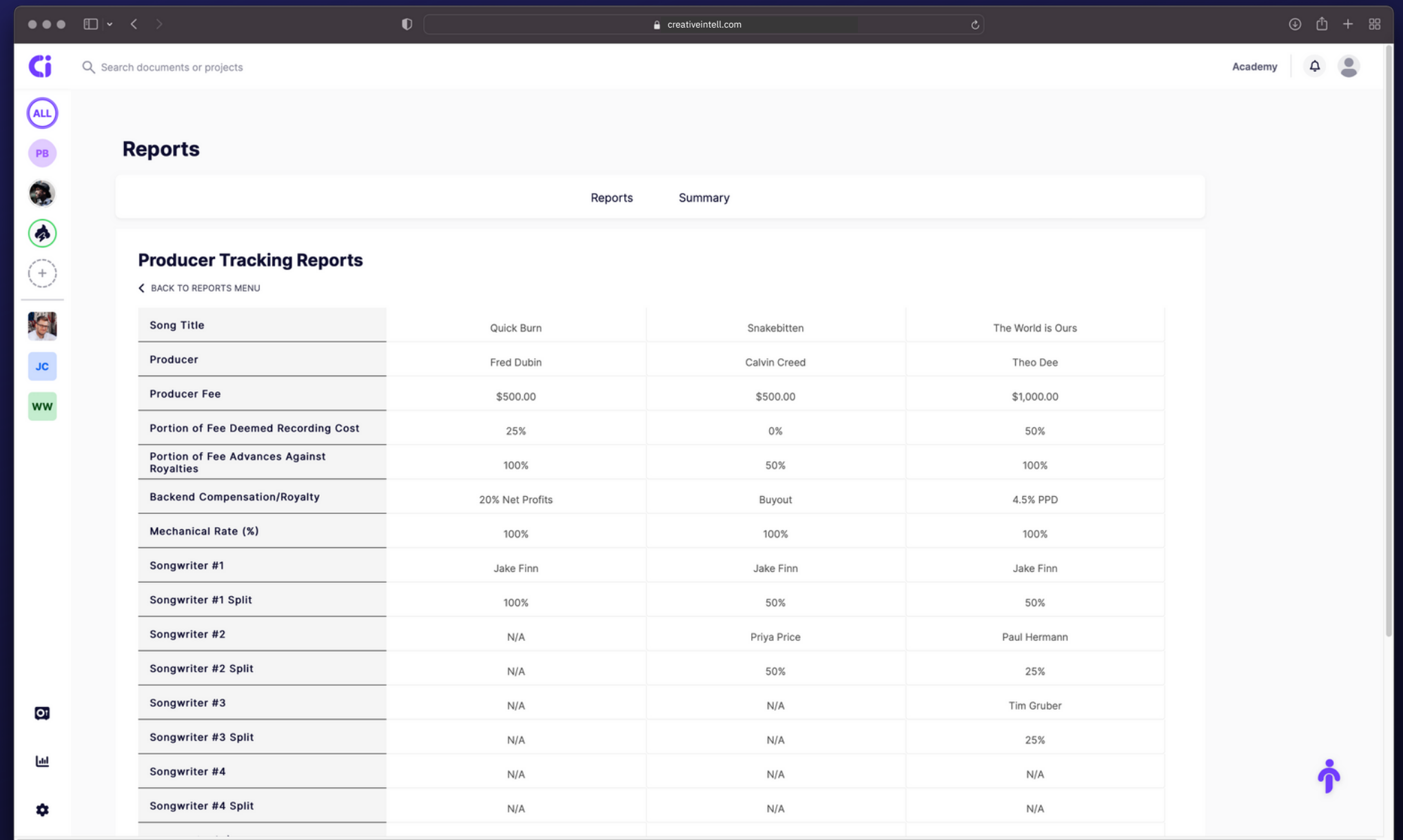
A yellow 'Sign Here' button with a right arrow is positioned above a light blue rectangular signature box.

Name	Frederick K. Dubin, p/k/a Fred Dubin	Name	Jeremiah Tallman, p/k/a Jake Hazy
Title	Producer	Title	Artist

Make your deal **DATA** work for you

Completed contracts shouldn't gather dust. Make your metadata actionable!

- Unlock contract data with our analytics & reporting.
- Deliver data to industry platforms to administer your rights and expedite payments.
- Store all your key industry data in one place.
- Never miss a deadline again!
- File and administer your agreements to ensure maximum revenue.



The screenshot displays the 'Reports' section of the Creative Intell web application. The interface includes a sidebar with navigation icons and a main content area. The 'Reports' tab is active, showing a table titled 'Producer Tracking Reports'. The table has four columns representing different projects: 'Quick Burn', 'Snakebitten', and 'The World is Ours'. The rows list various contract terms and their values for each project.

Song Title	Quick Burn	Snakebitten	The World is Ours
Producer	Fred Dublin	Calvin Creed	Theo Dee
Producer Fee	\$500.00	\$500.00	\$1,000.00
Portion of Fee Deemed Recording Cost	25%	0%	50%
Portion of Fee Advances Against Royalties	100%	50%	100%
Backend Compensation/Royalty	20% Net Profits	Buyout	4.5% PPD
Mechanical Rate (%)	100%	100%	100%
Songwriter #1	Jake Finn	Jake Finn	Jake Finn
Songwriter #1 Split	100%	50%	50%
Songwriter #2	N/A	Priya Price	Paul Hermann
Songwriter #2 Split	N/A	50%	25%
Songwriter #3	N/A	N/A	Tim Gruber
Songwriter #3 Split	N/A	N/A	25%
Songwriter #4	N/A	N/A	N/A
Songwriter #4 Split	N/A	N/A	N/A

CONTRACT PACKS

Contract packs containing 40+ contracts will be available on our platform.

Creative Intell agreements can be produced in different formats (i.e, Simplified Deals, Proposals, Confirmation Letters, Binding Term Sheets, Long Form Agreements, Copyright and Tax forms).

Record a Track

Side Artist Agreement
Musician Buyout Agreement
Vocalist Buyout Agreement
Producer Agreement
Producer Declaration
Beats Purchase Agreement
Beats License Agreement
Engineer Agreement
Mixer Agreement
SR Copyright Registration

Write a Song

Song Split Agreement
PA Copyright Registration

Notices and Letters

Commencement of Recording Notice
Letter of Direction
Fulfillment of Delivery Notice

Songwriter Development

Co-publishing Agreement
Administration Agreement

Exploit NFTs

Talent Service Agreements
Wallet Share Agreements
Discord Moderator Agreements
Visual Image Licenses
Visual Image Purchase Agreements
NFT Partnership Agreements

Film Video, Shoot Photos

Name and Likeness Release
Photo License
Location Release
Product Release
Producer/Director Agreement
Photographer Agreement

Create Artwork

Photographer Agreement
Graphic Designer Agreement
Photo License
Photo Purchase

Lawyer Documents

Attorney/Client Retainer Agreement

Manage My Website

Web Development Agreement
URL Purchase Agreement
Privacy Policy
Terms of Use
Web Management Agreement

Assemble My Team

Management Agreement
Consulting Agreement
Musician For Hire Agreement
Band Operating Agreement

Protect Me

Trademark Registration
Confidentiality Agreement

Artist Development

Recording Agreement
Distribution Agreement
Joint Venture Agreement
Finder Agreement

Exploitation Agreements

Synch Proposals
Synch Licenses

Investors and Finders

Finder Participation Agreement
Investment in Project Agreement
Investment in Artist Agreement
Investor Agreement

Perform Live

Technical Rider
Hospitality Rider
Live Performance Agreement
Special Guest Agreement
Band Member Agreement
Instrumental Agreement
Vocalist Agreement
Concert Sponsorship Agreement
Concert Vendor Booth Agreement
Concert Promoter Agreement
General Services Agreement
Lighting Equipment and Technician Agreement
Sound Equipment and Engineer Agreement
Tour Management Agreement
Venue Rental Agreement



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COMPETITION

Unique in the sector - No direct competition

Music Industry tools



Contract Templates



B2C Legal Tech



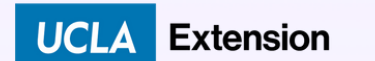
**The creative industry's
first vertically integrated
dealmaking platform**

Music Education

Online Universities



Schools



Amateur Courses



Professional Creative Courses





SAAS PRICING MODEL

STAGE 1 – BETA

Our Most Popular Plan!			
Free Trial	DIY	Rising Star	Industry Pro
For those looking to try us out	For those just starting out in the business	For creators working solo or with an attorney	For songwriters & producers with a team of attorneys & managers
1 Agreement free to try	\$9.99 per month	\$49.99 per month	Contact Us for pricing
Try for Free	Get Started	Get Started	Let's Chat
No Credit Card Required			
Features include:	Features include:	All DIY features, plus:	All Rising Star features, plus:
<ul style="list-style-type: none">• AI-Driven Contract Drafting lets you create professional agreements in minutes.• Add your lawyer, or work independently.• Add counterparties for free.• Negotiate with counterparties and redraft with a patented process• Access to 6 key agreements• Create and sign one contract• Includes Dashboard and workspace• e-Sign your agreements• Embedded education covers all agreements, and music industry know-how	<ul style="list-style-type: none">• AI-Driven Contract Drafting lets you create professional agreements in minutes.• Add your lawyer, or work independently.• Add counterparties for free.• Negotiate with counterparties and redraft with a patented process• Access to 6 key agreements• Create and sign one contract per month• Includes Dashboard and workspace• e-Sign your agreements• Embedded education covers all agreements, and music industry know-how	<ul style="list-style-type: none">• Add one team member and your lawyer• Over 11 agreements, including Beat license and Beats purchase agreements and A & R Talent Finder Agreement• 11+ CI Academy courses and videos, including YouTube Monetization Course and Attorney Retainer Course• Download and save finalized agreements in DOCX format.• Tagable document project folders.	<ul style="list-style-type: none">• Unlimited agreements per month• Unlimited e-Signatures per month• Access for up to 6 team members to your workspace• 13+ agreements, including Producer Declarations and Management Agreements• Over 12 CI Academy courses loaded with videos, including a Management Agreement course• Cloud export to Google Drive, Dropbox & OneDrive.



SAAS PRICING MODEL

STAGE 2 – POST-LAUNCH

Our Most Popular Plan!			
DIY	Rising Star	Industry Pro	Enterprise
For those looking to try us out	For creators working solo or with an attorney	For songwriters & producers with a team of attorneys & managers	For larger teams & companies
\$9.99 per month	\$49.99 per month	\$99.99 per month	Contact Us for pricing
Try for Free	Get Started	Get Started	Let's Chat
Features include:	All DIY features, plus:	All Rising Star features, plus:	All Pro features, plus:
<ul style="list-style-type: none">• AI-Driven Contract Drafting lets you create professional agreements in minutes.• Add your lawyer, or work independently.• Add counterparties for free.• Negotiate with counterparties and redraft with a patented process• Access to 6 key agreements• Create and sign one contract per month• Includes Dashboard and workspace• e-Sign your agreements• Embedded education covers all agreements, and music industry know-how	<ul style="list-style-type: none">• Add one team member and your lawyer• Over 11 agreements, including Beat license and Beats purchase agreements and A & R Talent Finder Agreement• 11+ CI Academy courses and videos, including YouTube Monetization Course and Attorney Retainer Course• Download and save finalized agreements in DOCX format.• Tagable document project folders.	<ul style="list-style-type: none">• Unlimited agreements per month• Unlimited e-Signatures per month• Access for up to 6 team members to your workspace• 13+ agreements, including Producer Declarations and Management Agreements• Over 12 CI Academy courses loaded with videos, including a Management Agreement course• Cloud export to Google Drive, Dropbox & OneDrive.	<ul style="list-style-type: none">• Access for unlimited editors per workspace.• Personalized legal language clause variations.• Customized agreement template library.



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 - **BETA LAUNCH**
 - **PUBLIC LAUNCH & ONGOING**



GTM BETA LAUNCH - NON-SCALABLE TACTICS

Before we scale, there are a number of tactics we will take to get traction, build our brand name recognition, and work on the viral nature of our product:

- Providing continuing education classes for lawyers in association with State Bars.
- Offering free classes in key music cities (New York, Los Angeles, Nashville, Atlanta, Miami) for music industry education.
- Hosting events at recording studios in major music cities, with our music influencers.
- Utilizing our custom-built CRM tool to track industry relationships, curate major deals on platform and celebrate deals closing
- Partnering with Universities to provide extended education for current students and alumni
- Creating a presence at Music & Legal Conferences, Presentations, Speaking Engagements and Sponsored Events:
 - (SXSW, Mondo, CDN Music, Week, Music Tectonics, ABA Forum on the Entertainment & Sports Industries)
- Social posts by all investors, as well as their clients
- Street Team/Guerilla Tactics/ Brand Ambassadors
 - Going to TV auditions for reality show competitions with mass public attendance (i.e. American Idol, The Voice).
- Creating contests for one hour of an Entertainment Lawyer's time/advice to gain leads.



GTM LAUNCH PLANNING - THE ABM APPROACH

Account Based Marketing method

No matter your place on the ABM journey, the planning process is essential and the difference between failure and fire power. In particular, ABM turns elements of typical demand generation planning on its head so it's worth getting it right from the get-go.

From defining key accounts to campaign execution – and all the processes that go in between and beyond – the ABM journey is always going to be different for every brand. But looking at the most successful ABM practitioners, a pattern emerges.

ABM Company Roadmap -

We chart your trajectory to increased growth by understanding where you want to go.

The four-part audit & planning process is a comprehensive look into seeing just what makes your company tick and your product dazzle.

01

ABM STRATEGY & ALIGNMENT

We meet one-on-one to understand your market, company goals, and how your sales, marketing, and customer success teams work together.

02

TEAM FRAMEWORK

Our sales review process will dive deep to better understand your sales cycle, process, and stages important to your customer's journey.

03

CAMPAIGN PLANNING

Before starting any project, we focus on analyzing the people and personas we're trying to reach, and our objectives for reaching them.

04

TECH STACK & ACCOUNT PLANS

We use cutting-edge data programs to highlight your ideal customer and help you develop the technology stack to reach, connect, and delight.



GTM LAUNCH PLANNING - STRATEGY & ALIGNMENT

Overview

Ready for some truth? ABM isn't easy. And when it's viewed as just another tool or point-solution that can serve as a "set it and forget it" thing, chances are you won't be successful. It requires team alignment, planning, strategy, and internal buy-in from all revenue teams.

Our approach to ABM Strategy & Alignment exists to help your team move through this process. It's a simple way for you to think through how to plan, operate, and evaluate your revenue strategy and communicate success clearly, both within your team and across our organization. ABM isn't just another marketing tactic, it's a shift in your go-to-market strategy. Our approach and processes can help you with this process every step of the way.

- Stakeholder Interviews - Gain greater insight of the success and roadblocks for your sales, marketing, and customer support teams.
- Market Analysis - Provide an in-depth look into your current viable market, including full competitor analysis.
- Objectives Key Results (OKRs) - Develop company and team "objectives" along with the measurable "key results" that define the achievement of each objective.

Key Deliverables

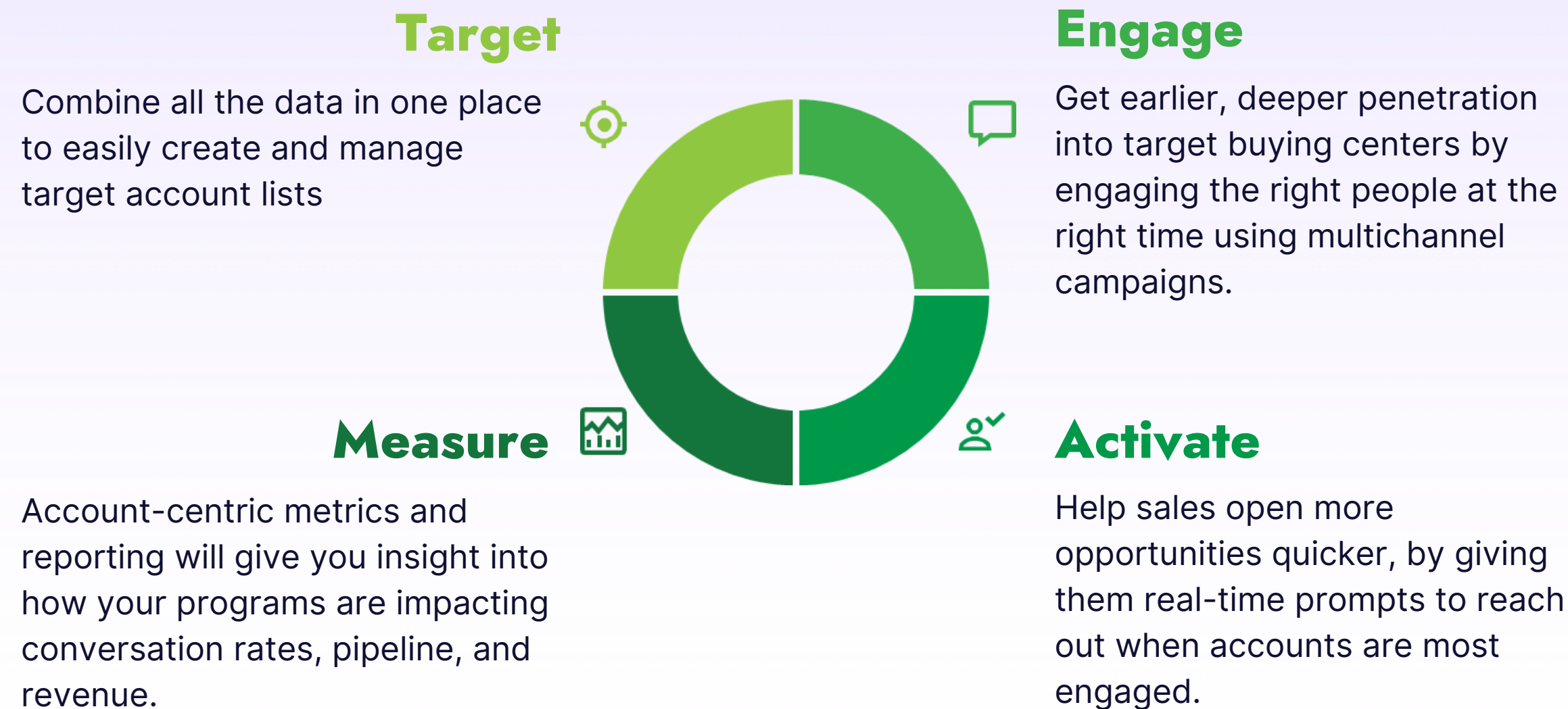
- Sales & Marketing Alignment (SMA)
 - Before we begin planning your first ABM campaign, we need to assemble a core team of internal stakeholders. The members of this team will vary depending on your organizational infrastructure, but at minimum, it should be made up of team leads from sales, sales development, customer success, and marketing. We plan and orchestrate ABM Stand-ups between all key stakeholders to foster collaboration between Marketing and Sales.
- Service-Level Agreement (SLA)
 - One of the most critical steps to aligning your sales and marketing efforts is creating a service level agreement (SLA). Traditionally, an SLA serves to define exactly what a customer will receive from a service provider. But SLAs serve internal operations as well, and sales and marketing agreements are among the most crucial.



GTM LAUNCH PLANNING - TEAM FRAMEWORK

Account-based marketing rethinks B2B marketing from the ground up. It impacts how you run market segmentation and planning, how you work with sales, how you think about channel orchestration and optimization, and even how your executives and board report on and view marketing progress.

That's where the TEAM Framework comes in. It's a simple way to think through how to plan, operate, and evaluate our B2B marketing campaigns, and communicate their success clearly both within our team, and across our organization.





GTM LAUNCH PLANNING - CAMPAIGN PLANNING

Overview

Delivering consistent, tailored messaging across multiple channels to your target accounts automatically gives you an advantage against your competitors. Individually, certain channels may feel oversaturated and could possibly lose their effectiveness. But when they are used in harmony with other channels, while delivering a unified, personalized message, good things happen! It's important to find the best way to get your message in front of the right audiences, whether they're at work or at home.

- Personas - Brands need to establish personas – without them, your content and strategy will point in all directions with no focus or purpose. And that means no results.
- Topics - We help you develop persona-focused topics, delivering value by covering topics your customers care most about.
- Pain Points - Identifying customer pain points allows us the opportunity to deliver value and create happy clients.

Key Deliverables

- Buyer Journey Mapping
 - A Buyer Journey is a process a customer goes through from first identifying a product or service right down to making a purchase. Buyers' needs, wants and pain points will change as they progress through the various stages of this journey. You'll want to fine-tune your messaging to continuously meet these changing needs. Buyer Journeys are usually broken down into three distinct stages: awareness, consideration and decision.
- Funnel Matrix
 - A Funnel Matrix takes granular pieces of information about our audience, objectives and service offerings – and turns this information into a clear, defined narrative through each stage of the Customer Journey, creating content ideas based on the various stages.



GTM LAUNCH PLANNING - TECH STACK

Overview

ABM is a high touch, highly personalized marketing program. It requires technology to implement that personalized experience on a programmatic basis and to automate time-consuming manual processes like:

- Sending reminders for Sales follow-ups
- Personalized website messaging based on target account needs
- Personalized ad campaigns
- Measuring KPIs and reporting progress

From the purchasing, to onboarding, and ongoing use, your ABM tech stack will involve a lot of different stakeholders. And the data part? All team members will need a central location to access and track multiple data points and sources so they can take action on it.

- Campaign Reporting - A strategic reporting approach, with both sales and marketing working together to define what's important.
- Tech Stack Evaluation - Combining new technology for activating and reporting on tactical approaches to delivering personalized messages to a target audience
- Key Performance Indicators (KPIs) - You can't manage and improve it if you don't measure it. The right set KPIs help you manage and report your success.

Key Deliverables

- Target Customer Segments
 - A target customer segment is a definition of a persona that will be targeted for marketing our product. This list is the focus of the bulk of your energy and resources on best-fit accounts that have the highest revenue potential for your business.
- Tech Stack Build
 - A tech stack is the combination of technologies a company uses to build and run an application or project. Sometimes called a "solutions stack," a tech stack typically consists of CRM, ESP, Ad Tech, Mar Tech, programming languages, frameworks, a database, front-end tools, back-end tools, and applications connected via APIs.



GTM LAUNCH PLANNING - MARTECH STACK

Attract

ActiveCampaign
Canva
Capterra
Facebook
Google Ads
G2
Instagram
LinkedIn
Reddit
RedTrack
SoundCloud
Spotify
TikTok
Twitter
YouTube

Engage

ActiveCampaign
Capterra
Facebook
Google Ads
G2
Hootsuite
Instagram
LinkedIn
Reddit
SoundCloud
Spotify
TikTok
Twitter
Webflow
YouTube

Analyze/Optimize

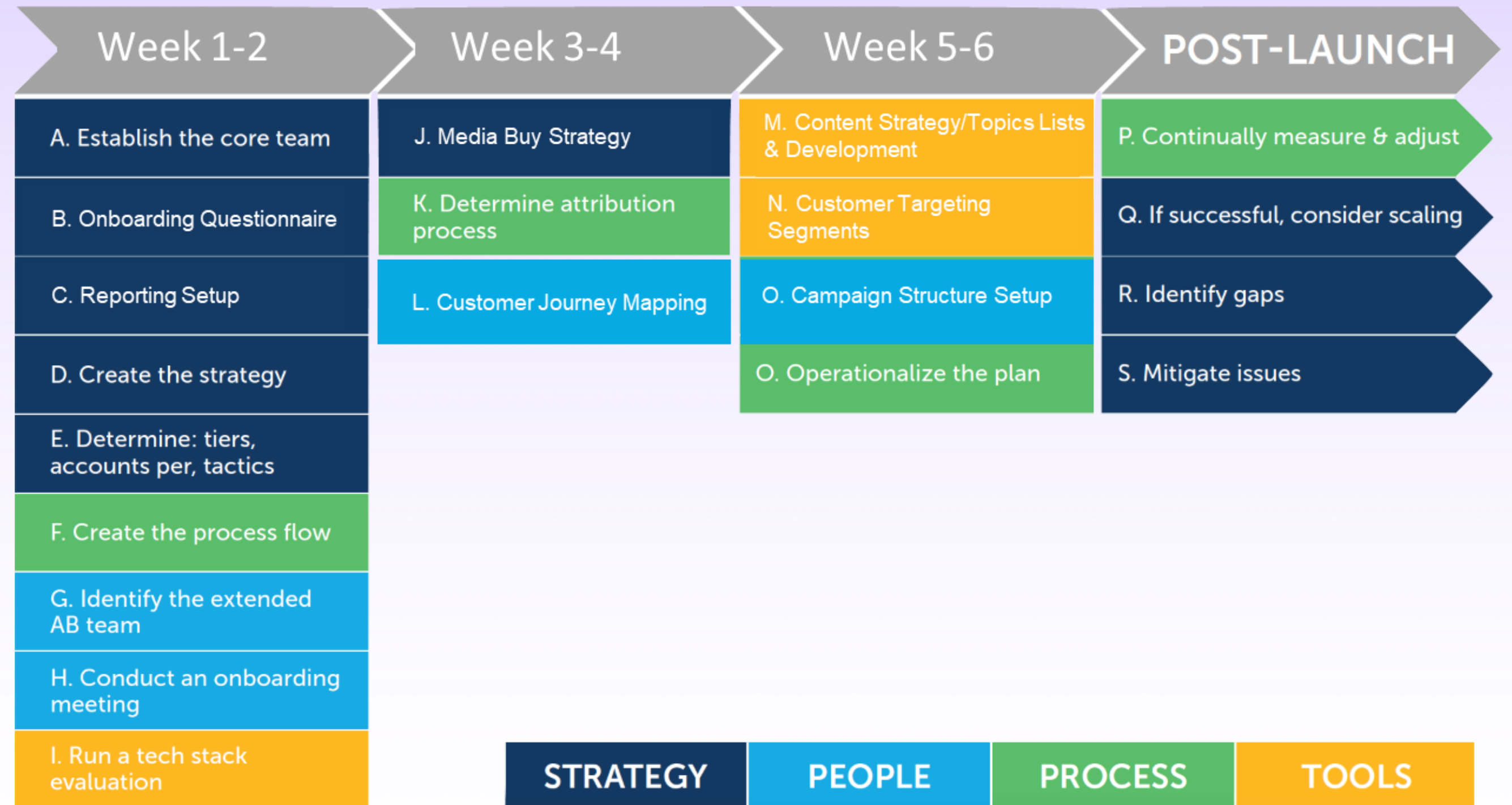
ActiveCampaign
Google Analytics
Google Optimize
Google Tag
Manager
Hootsuite
Profitwell



GTM LAUNCH PLANNING - THE 45-DAY PLAN

Next Steps

This strategy is structured in a framework as shown here. The structure splits the 45 days into 3 trimesters (plus insight into the period post-launch), as well as work-streams (strategy, people, process, tools). Each initiative in the 45 days has a corresponding letter (which also acts as a table of contents).





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GTM PUBLIC - GOOGLE INCUBATOR PROGRAM

Google is giving Creative Intell valuable services over the next 12 months to help us scale because they believe in our long-term growth potential.

Services Provided

Value Provided

Google Analytics & Google Tag Manager

Hit auditing, Goal Setup, Tag Installation, Ad Integration, Pixel Auditing, Conversion Tracking, Reports, Training, CCPA & GDPR

One Time Setup

\$7,500

Monthly Maintenance

\$60,000 - \$5k/month

Google Ads Account Setup, Strategy, and Execution including Media Buying

\$100,000 - 10-15% fee on media

Total

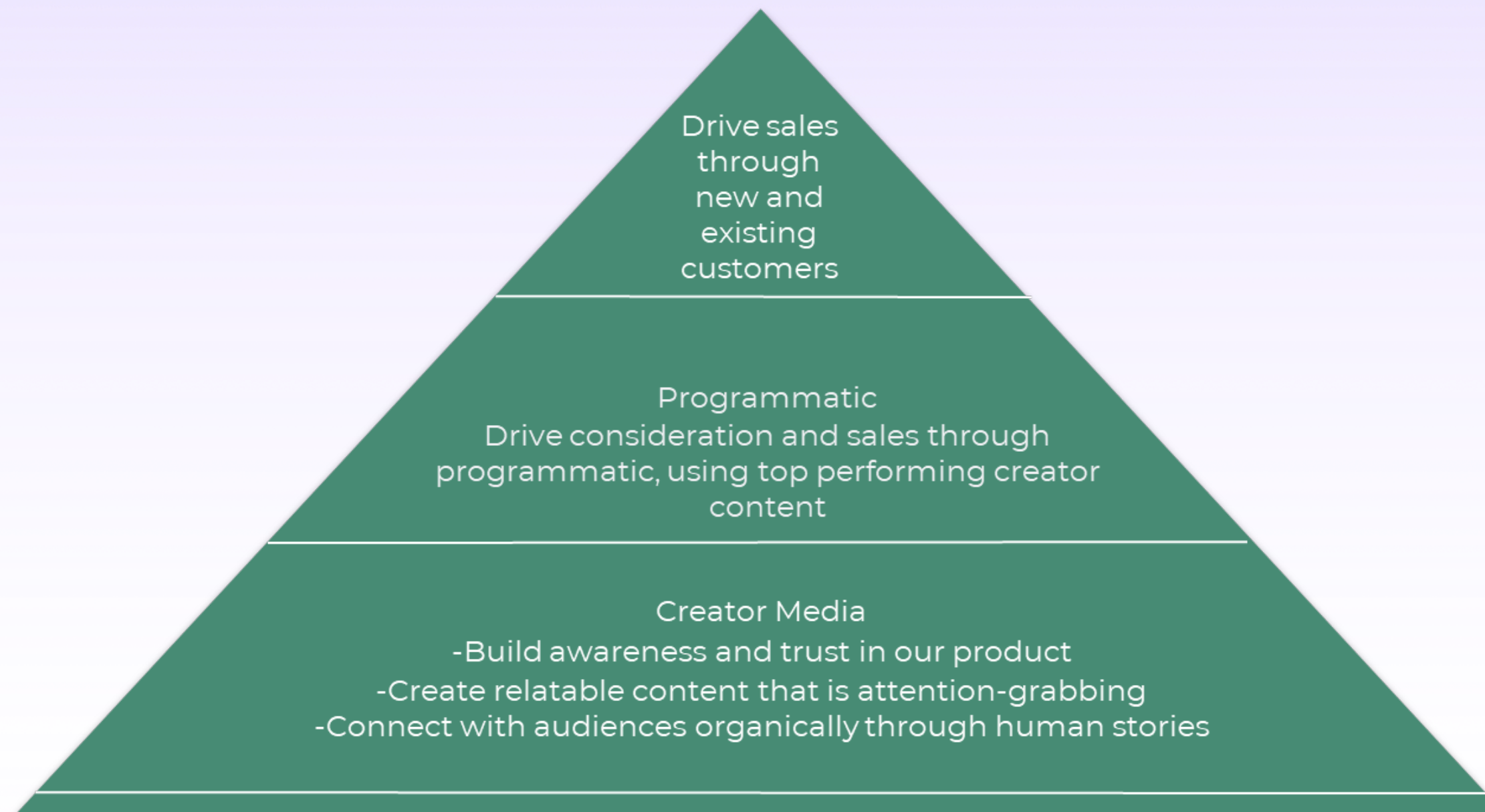
\$167,500+ depending on media spend



GTM PUBLIC - SCALE MEDIA PLAN - STRATEGY

Full-Funnel Marketing Strategy

Combine the authentic storytelling of creator marketing with the media capabilities of programmatic to achieve business goals





GTM PUBLIC - SCALE MEDIA PLAN - STRATEGY

Why Upper Funnel Marketing Matters

Uncover New Audiences

Expose your content and nurture strategies to untapped audiences and increase your total addressable market (TAM) potential. Uncover new prospects with unexpected attributes—such as higher seniority, or larger company size—interested in your brand.

Widen the Sales Funnel

Run large awareness campaigns with fairly open targeting to widen the sales funnel as much as possible. The funnel will naturally narrow, so it's important to cast a broad net to capture as many leads as possible.

Long Sales Cycle Lead Nurturing

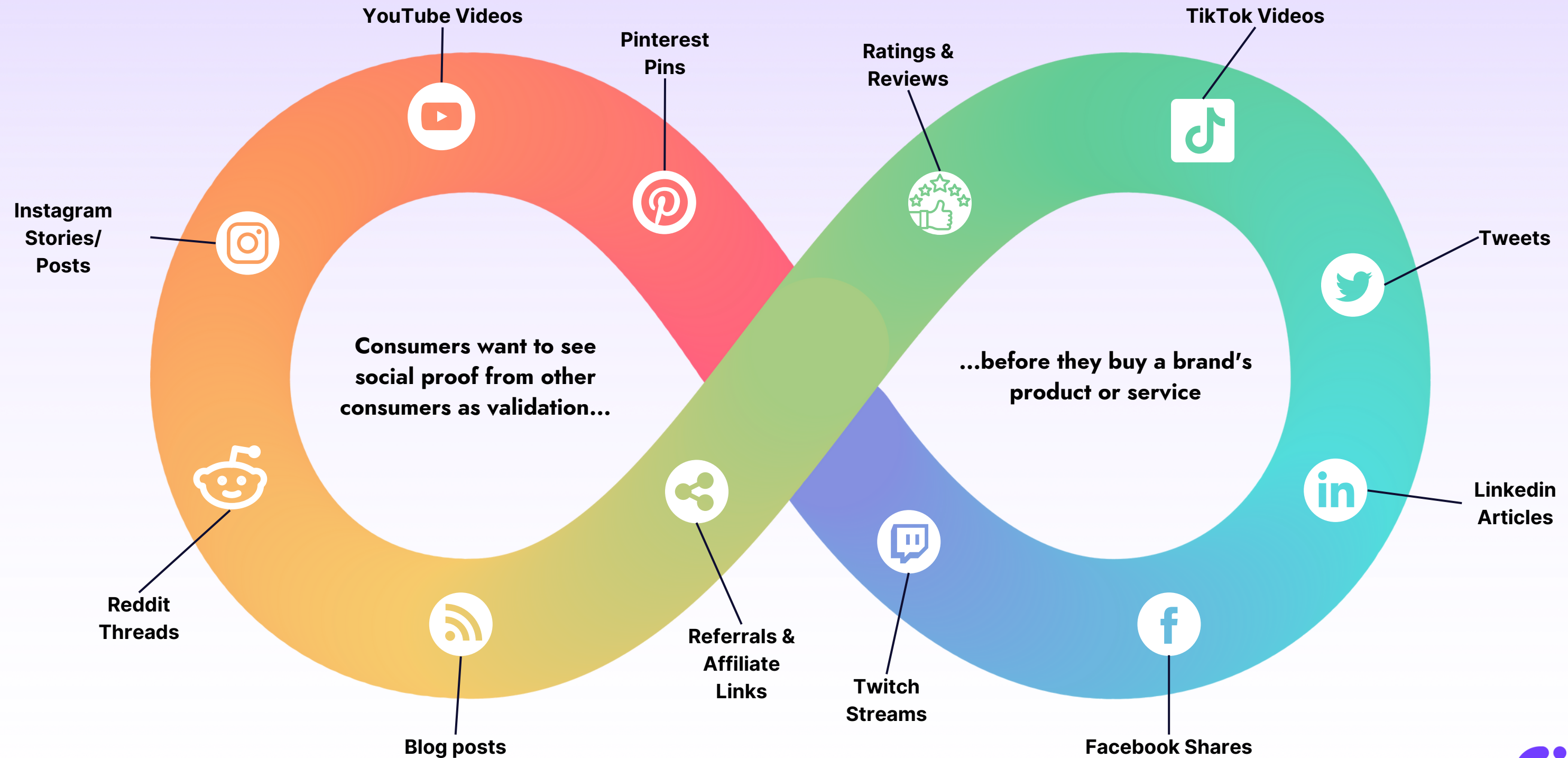
It can take anywhere from a couple of weeks to several months to close a sale. Upper funnel campaigns nurture leads who aren't ready to buy yet.





GTM PUBLIC - SCALE MEDIA PLAN - STRATEGY

Consumers Demand Social Proof Before Buying





GTM PUBLIC - SCALE MEDIA PLAN - STRATEGY

Building a Multi-Channel Strategy - Turn creators into a scalable growth channel by extending their reach through programmatic.

Activate a Diverse and Vetted Creator Network



Streamline Collaboration, Approvals, and Reporting



Drive performance by retargeting users acquired by organic posts, on programmatic



Social display ads to leverage the influencer content generated and replicate the look and feel of social media on programmatic channels

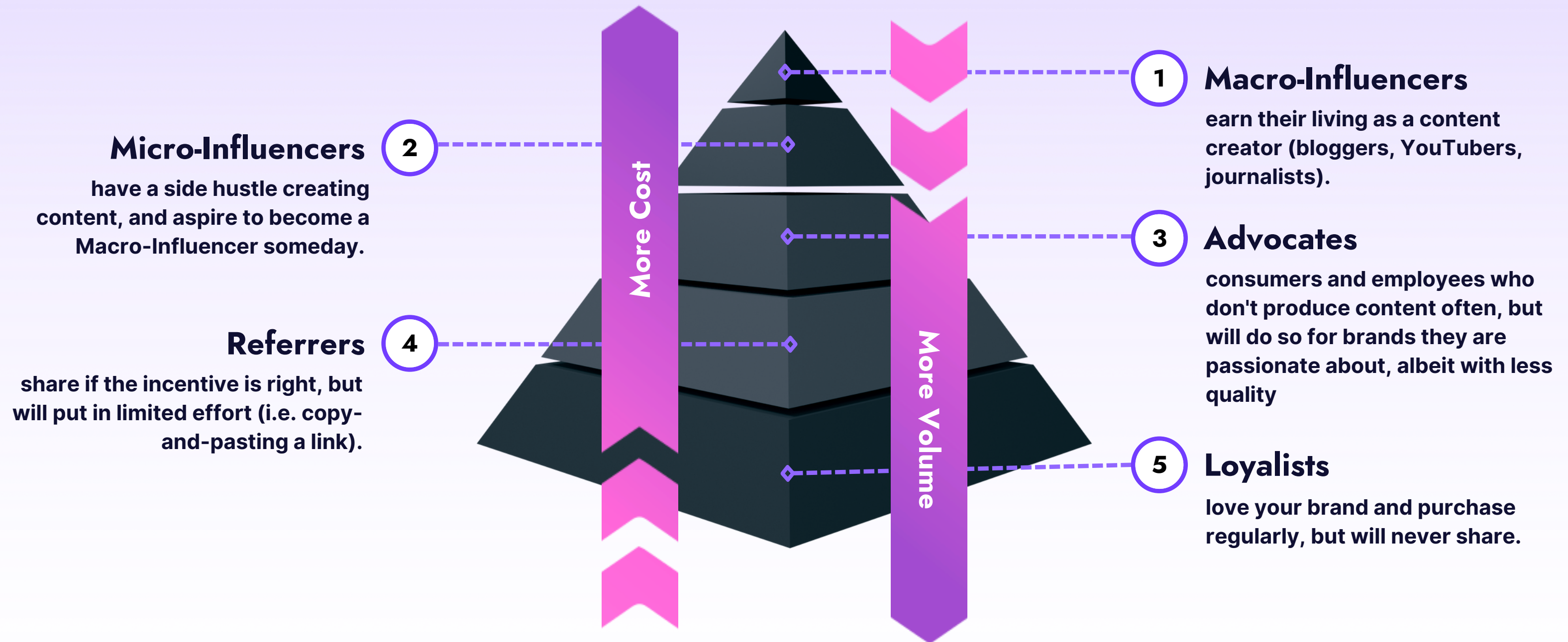


Measurement suite to help fine tune influencer marketing strategy in favor of best platforms and influencers



GTM PUBLIC - SCALE MEDIA PLAN - STRATEGY

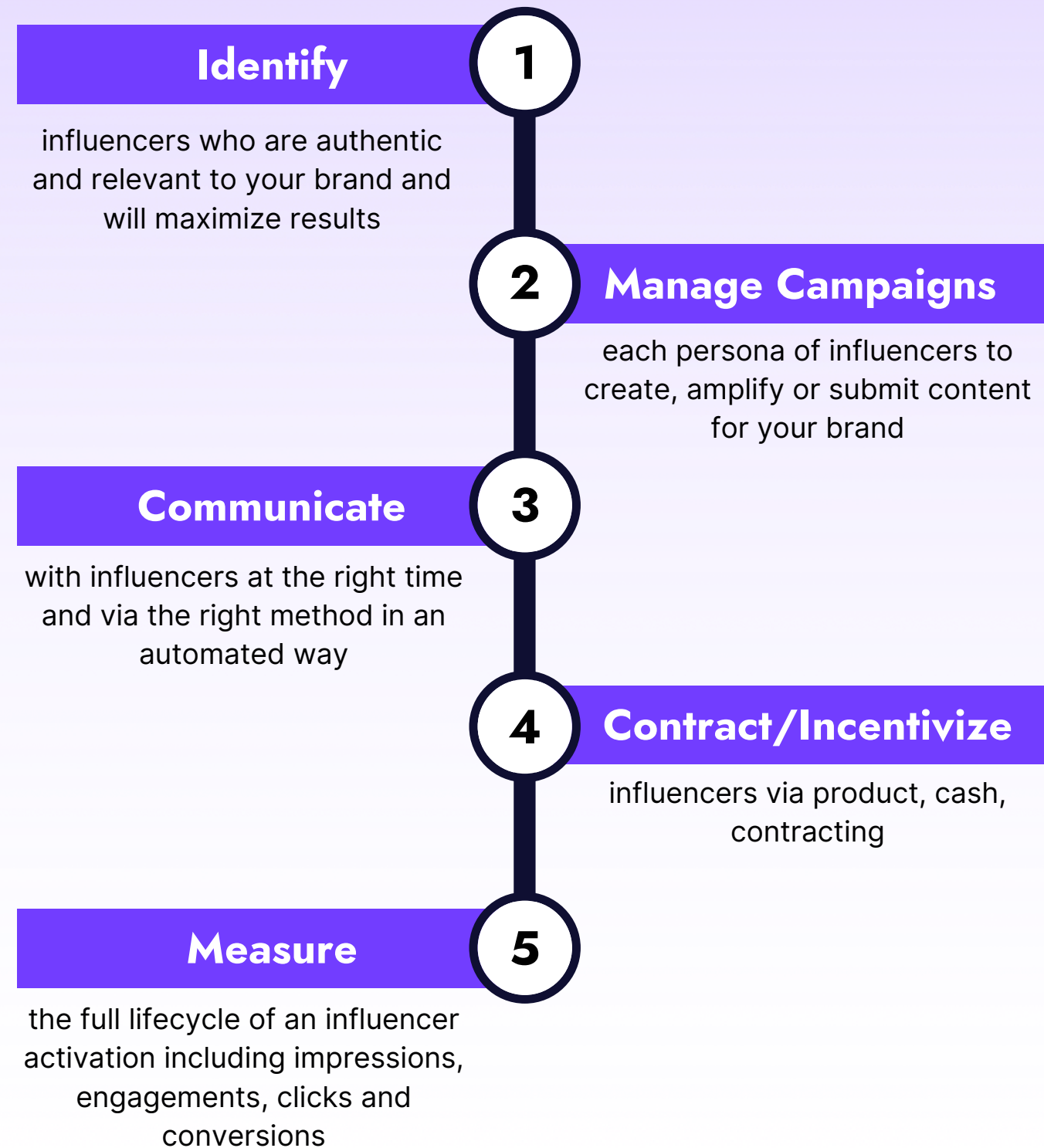
Activate our buyers across the full spectrum of influence





GTM PUBLIC - SCALE MEDIA PLAN - STRATEGY

Our strategy supports the full influencer workflow





GTM PUBLIC - SCALE MEDIA PLAN - TARGETING

Accelerate our targeting strategies with self-service audiences

1st-Party Targeting

- Onboard 1st-party data quickly

3rd-Party Targeting

- Use segments from 3rd-party data partners

Page Context AI

- Create nearly unlimited personal user journeys

Browsing Audience

- Create one-of-a-kind Custom Segments based on content consumption relevant to our brand.

Curated Site List/PMP

- Choose & Execute on pre-packaged deals across a variety of channels, sources, and domains.

Lookalike Audiences

- Tag users with a pixel to target people with similar behaviors.

Dynamic Retargeting

- Dynamically retarget high purchase intent users with custom ads.

B2B/Geo Targeting

- Target people at a specific business or geographic location.



GTM PUBLIC - SCALE MEDIA PLAN - FORMATS

Creator Marketing

It is possible to combine the benefits of creator marketing and programmatic. We can now retarget creators' followers from organic posts on programmatic channels to boost brand awareness and convert loyal followers who trust their favorite creator's recommendations

Photo Carousel

Best lands both brand recall and authenticity.



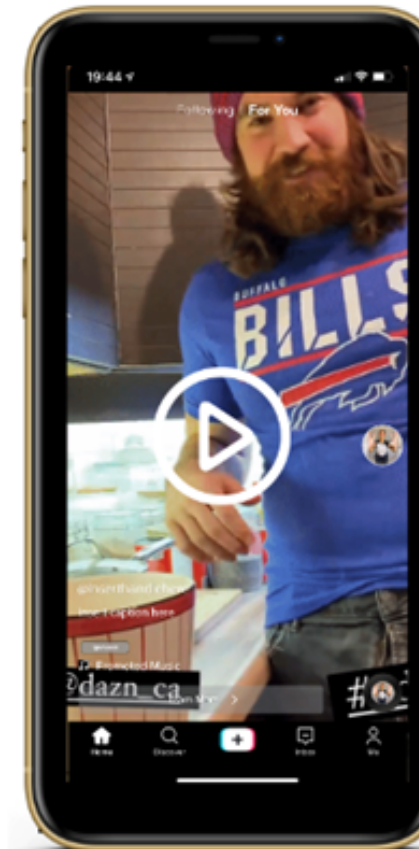
In-Feed Photo

Showcases the voice of the creator & their genuine advocacy for a brand.



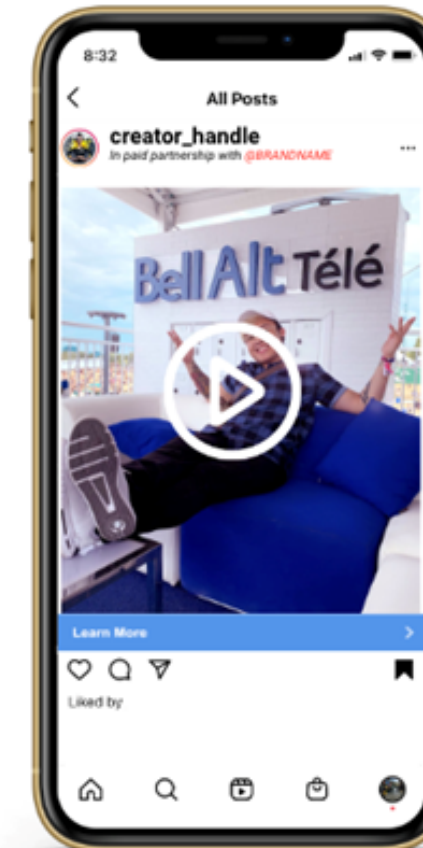
Reels/TikTok

Simplifies complex messaging in a pithy and dynamic way.



In-Feed Video

Tells your brand's story in a high-quality and polished (max) 60s video.



Story

Showcases the voice of the creator & their genuine advocacy for a brand.





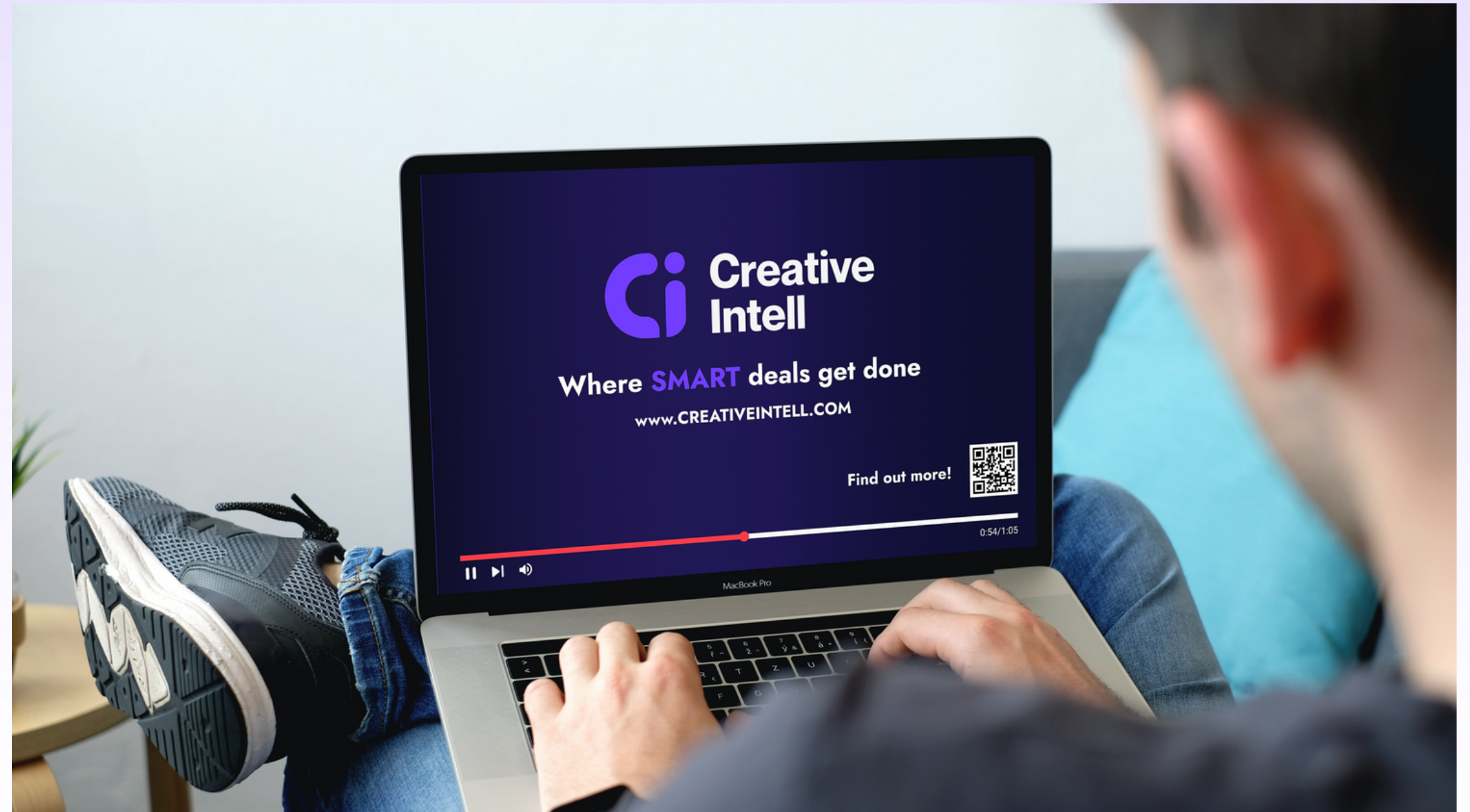
GTM PUBLIC - SCALE MEDIA PLAN - FORMATS

Video

Leverage in-stream video ad placements that run within the stream of video content—pre, mid and post-roll.

This format is great for keeping your brand center stage and showing how your values align with theirs.

The initial frames of an ad should be well branded and engaging to capture consumers' attention and still have an impact if closed or skipped.





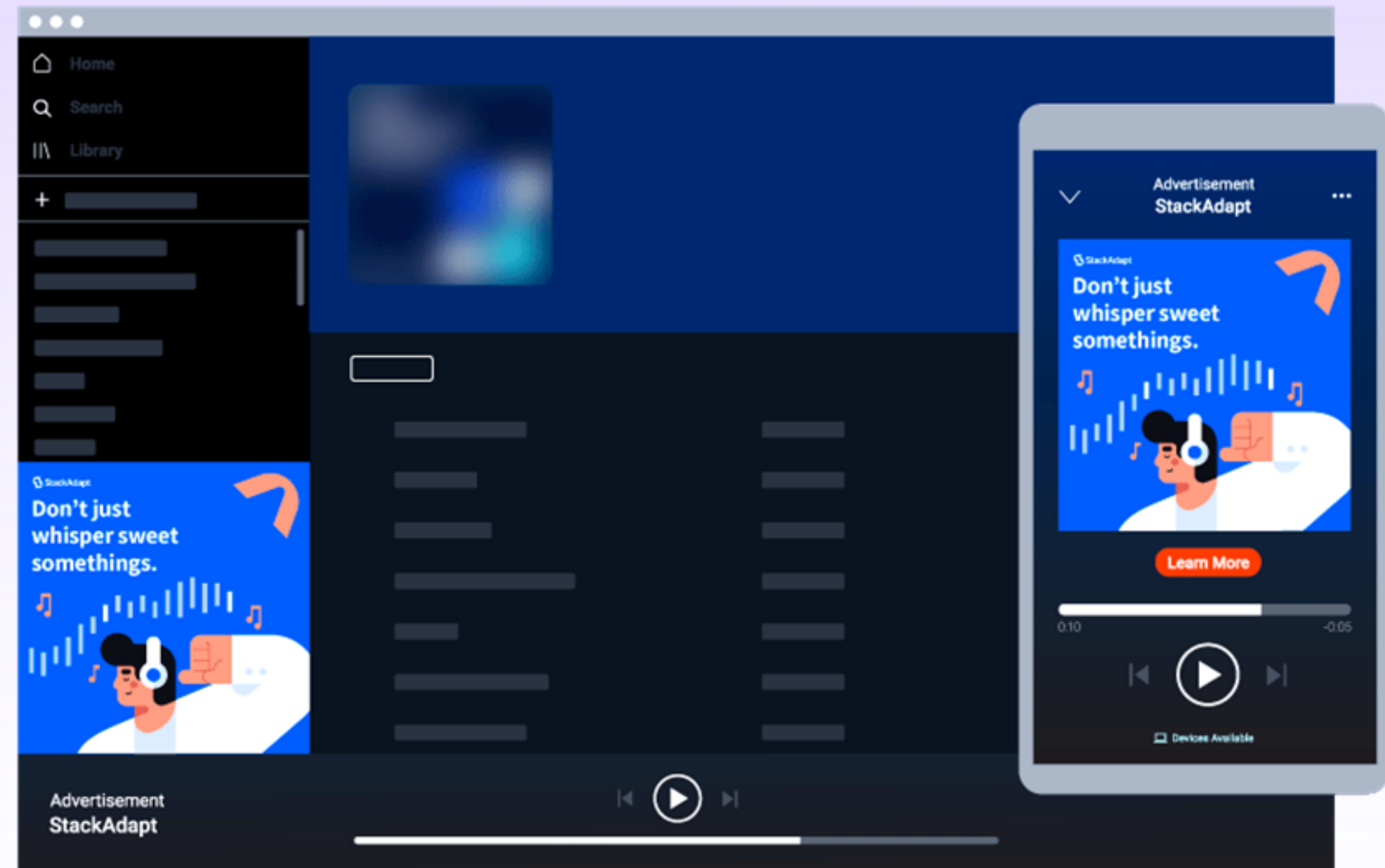
GTM PUBLIC - SCALE MEDIA PLAN - FORMATS

Audio

Connect with our audience wherever they're listening - on the go, in the car, at work, or at home.

Audio ads are a highly engaging unit. Most placements are non-skippable and maintain user attention.

Reinforce your audio message with a clickable companion banner so listeners can tap to visit your online destination and take action.





GTM PUBLIC - SCALE MEDIA PLAN - FORMATS

Native

Reach our audience on a platform they already know, love, and read every day—without disrupting their consumption habits.

Native ads are consumed the same way people view editorial content and are a great paid content distribution channel for blog articles and long-form content.



Top Five Reasons Why Steel Framing Is Better Than Wood.

Build better with Argos. Light weight, cost-effective framing solutions for all your architectural needs. Learn how.

SPONSORED BY ARGOS STEEL



The Best Automation Chatbot Software for Your Business.

Autobots offers a unique way to engage with your customers by leveraging AI to quickly meet their inquiries. See how.

SPONSORED BY AUTOBOTS



GTM PUCLIC - SCALE MEDIA PLAN - FORMATS

The Multiple Channels of Programmatic

Native

An ad placed between the paragraphs of an article that includes a headline and body text.



Display

A display ad, also known as a banner ad, is typically a designed image or a photo with copy, that leads to a corresponding landing page



Video

Promotional content in video format that plays before, during or after streaming content



Connected TV

A TV connected to the internet natively, or via another connected device, such as game consoles, streaming sticks, or digital media players (e.g. Apple TV, Google Chromecast, Roku).



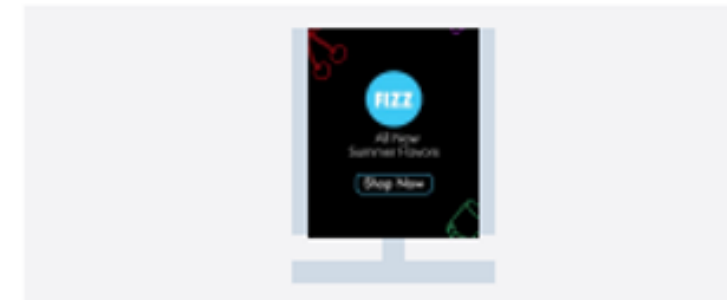
Audio

Programmatic audio is programmatic advertising technology that automates the selling and insertion of ads into audio content (e.g. Spotify, iHeartRadio, Soundcloud).



DOOH

Digital out-of-home (DOOH) are digital billboards with dynamic media distributed across multiple venues (e.g. airports, arenas, restaurants).





GTM PUBLIC - SCALE MEDIA PLAN - MEDIA PLAN

2023 Media Plan Overview

Campaign Groups	Channel	Audience Targeting	Start Date	End Date	KPI	Impressions	Minimum Impressions	Est. eCMP	Bid Rate	Budget
Consideration - Video	Video	Geo, 3rd Party, 1st Party, CRM & SA Audiences	2/1/2023	12/31/2023	VCR	12,500,000	10,294,118	\$14.00	\$17.00	\$175,000
Consideration - Audio (w/ Companion Banners)	Audio	Geo, 3rd Party, 1st Party, CRM & SA Audiences	2/1/2023	12/31/2023	CPCL	8,333,333	6,818,182	\$18.00	\$22.00	\$150,000
Consideration - Display	Display	Geo, 3rd Party, 1st Party, CRM & SA Audiences	2/1/2023	12/31/2023	CTR/CPL	25,000,000	15,625,000	\$5.00	\$8.00	\$125,000
Consideration - Native	Native	Geo, 3rd Party, 1st Party, CRM & SA Audiences	2/1/2023	12/31/2023	CTR/CPL	16,636,364	8,823,529	\$5.50	\$8.50	\$75,000
ReTargeting - Display & Native	Display & Native	Retargeting (website, onsite engagement)	2/1/2023	12/31/2023	CTR/CPN	22,727,273	14,705,882	\$5.50	\$8.50	\$125,000
Social - Influencers	Creator Marketing	Music Industry Infuencers	2/1/2023	12/31/2023	Traffic					\$300,000
Social - Influencer Amplification	Display Social	Retargeting	2/1/2023	12/31/2023	Traffic					\$100,000
Google Search	Paid Search	N/a	2/1/2023	12/31/2023	CPC/CPL					\$360,000
Google - YouTube	Video	Publishers on YouTube	2/1/2023	12/31/2023	CPR/CPM/CPL					\$120,000
Google - Display	Display	Geo, 3rd Party, 1st Party, CRM & SA Audiences	2/1/2023	12/31/2023	CPR/CPM/CPL					\$120,000
Flex Budget			2/1/2023	12/31/2023						\$100,000
Total Budget			2/1/2023	12/31/2023						\$1,750,000



GTM PUBLIC - ACTIVATION & REWARDS

We plan on creating a rewards program to engage our audience

Users will earn points performing actions on and off platform, such as:

- **Starting a deal**
- **Escalating a deal**
- **Completing a deal**
- **Completing platform onboarding deal**
- **Posting to social media**
- **Posting a video**
- **Completing Academy courses**
- **Passing quizzes/knowledge checks**

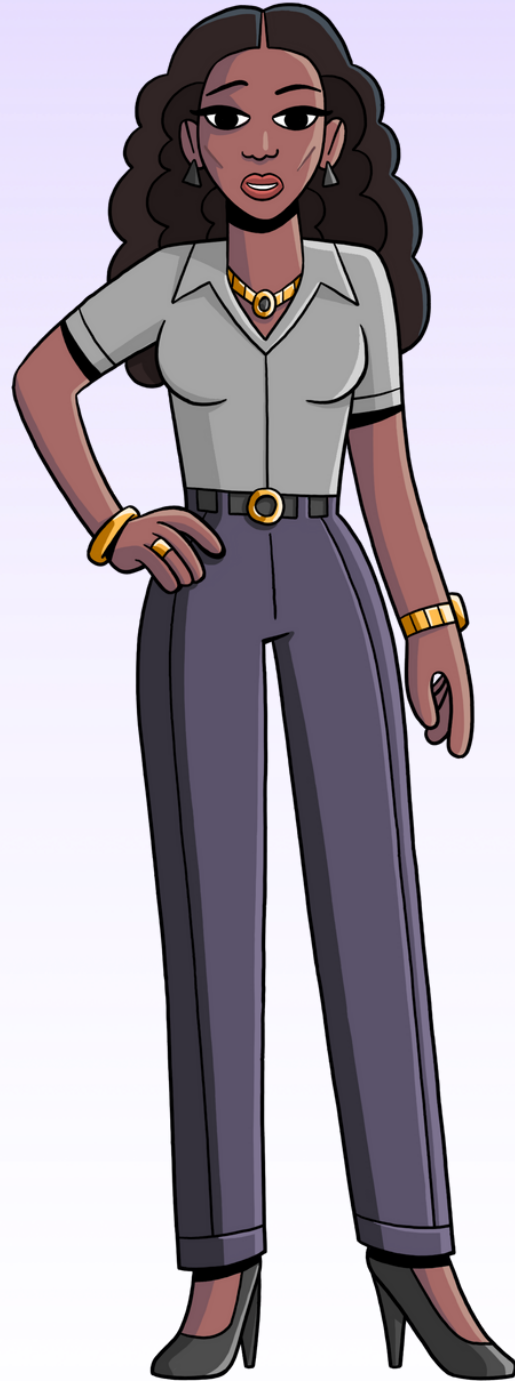
Points will be redeemable, with free months to begin and other goods and services in the industry (contest entries, access to events, lawyer access), as well as merch to follow.

The larger the effort, the larger the reward; Better rewards will cost more points to buy, more difficult tasks provide more points.
Users who hit certain points milestones will be promoted by us on platform and on social media

An online forum will allow users to talk amongst themselves and share learnings/best practices. Points can give appearance of seniority or knowledge within this platform, with the user's progress showing in ranking, medals and points totals.

Users who complete courses will earn educational certificates that can be printed or shared digitally across social media.

QUOTES



“I’ve seen firsthand just how removed an artist can feel from basic legal terms which impact the rest of their lives...By combining access to concise teaching tools with powerful, intuitive contract-creating software, Creative Intell empowers artists to avoid bad deals and, more importantly, take control of their future. Gone are the days of keeping artists in the dark about their rights and options.”

Mac Reynolds, entertainment lawyer and manager of Imagine Dragons.

“Being able to negotiate these deals in real-time with all partners on platforms is something that just hasn’t existed before. It’s amazing how intuitive the AI functionality is when it comes to generating deal terms.”

Bob Celestin, whose firm represents artists and estates such as 6ix9ine, Desiigner, Pop Smoke, and XXXTentacion,

“I expect this to be a big boon to independent artists, songwriters, and producers, many more of whom will be able to access effective dealmaking tools thanks to CI.”

Dr. Richard James Burgess MBE, President and CEO of the American Association of Independent Music,

“(Creative Intell) will be a game changer for the music industry. From a legal perspective, it’s comprehensive and incredibly effective. I fully expect to be using this every day to run our business more efficiently.”

Dina LaPolt, whose firm represents worldwide recording artists such as Cardi B, Mick Fleetwood, and deadmau5.



RECENT PRESS

MUSICBUSINESS
WORLDWIDE

July 26th, 2022

MANAGERS OF BAD BUNNY, THE KILLERS JOIN \$3 MILLION FUNDRAISING FOR 'THE LEGALZOOM FOR THE MUSIC BUSINESS'

"Creative Intell empowers artists to avoid bad deals and, more importantly, take control of their future. Gone are the days of keeping artists in the dark about their rights and options."



July 26th, 2022

WHAT'S THE DEAL WITH CREATIVE INTELL?

"A core concept of Creative Intell is a networked dealmaking process, in which deals can be negotiated – securely and in real time – on a shared platform by all parties."

Music Week

July 24th, 2022

DEALMAKING PLATFORM CREATIVE INTELL CLOSES \$3M SEED FUNDING ROUND WITH BIG-NAME BACKERS

"Creative Intell (CI) is developing a suite of AI-powered legal and educational tools that are designed to empower musicians and their teams to make smarter deals."

billboard

July 24th, 2022

MUSIC EXECS FLOOD TO INVEST IN NEW CONTRACT CREATION TECH

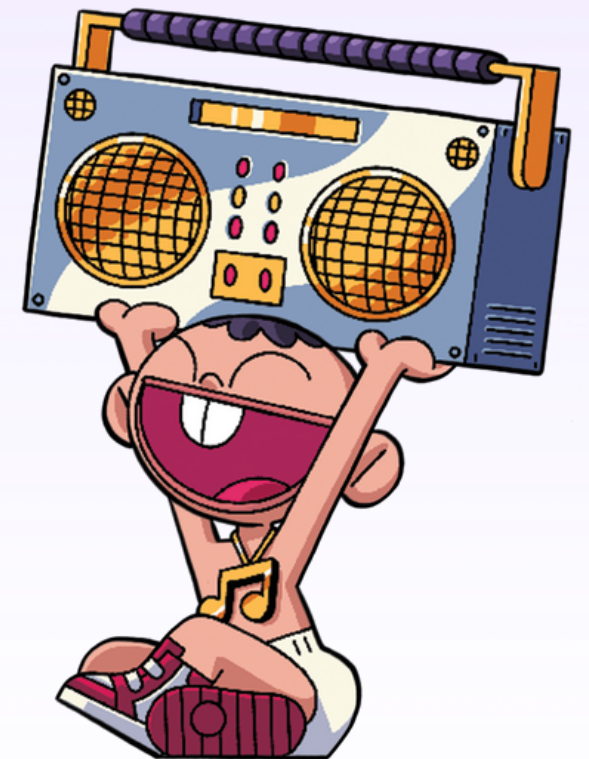
"(Creative Intell) is intent on making contracts accessible and understandable for independent musicians and producers while improving the workflow and efficiency of enterprise clients such as law firms"

Patent Approved

System For Collaboration On The Development Of A Contract
Filing number 63/138,130

Patent Pending

Method Of Guided Contract Development Using Natural Language
Processing with an Interactive Chatbot And Virtual Assistant
Filing number 63/138,119





OUR INVESTORS ARE OUR USERS

Partial list of our investors:

Entrepreneurs / Executives:

Chris Anokute
Lyor Cohen
J Erving
Kevin Liles
Ryan Press
Barry Weiss

Talent Management:

Giuseppe Zappala
Lippman Entertainment
Milk and Honey
Doug Neumann
Ozone Entertainment
Reynolds Management
Rimas Entertainment

Funds:

Back End Capital
DecentX Agency
Electric Feel Ventures
Ruttenberg Gordon Investments

Lawyers:

Lisa Socransky- Austin	Elena Occhipinti Berkeley Reinhold
Matt Buser	Janine Small
Renee Karalian	Helen Yu
Dina LaPolt	Bob Celestin



Partial list of talent our investors represent:

Bad Bunny
Joe Bonamassa
Miley Cyrus
Green Day
Imagine Dragons
Tal Fishman
Adi Fishman

The Killers
Sia
Train
Lorde
Post Malone
Panic! At The Disco





TEAM - FOUNDERS



David Fritz
co-Founder

Entertainment law firm Boyarski Fritz LLP.

Representative clients include recording artists such as Marc Anthony and Joan Jett, the Prince Estate and BMG Music Publishing.

..... 20-year professional relationship



Steven Ship
co-Founder

CEO King Biscuit Entertainment Group Inc record company.

Artist manager & producer, developer of branded entertainment, Television (Univision, MTV Networks, Comedy Central).



TEAM - Marketing



Ian Feder
Chief Marketing Officer

A digital leader at start-ups, Inc. 5000 firms, and Fortune 500 companies, Ian has 20+ years of experience building and growing teams and companies within the Marketing space. Ian received his MBA from Northwestern, Kellogg School of Business with focus in Analytical Economics, Decision Sciences, & Strategy.

Achievements:

- Led complete redesign of Amazon.com/garden webstore over 9 months partnering with 45+ people across the globe.
- Digitized nation's largest debt collection agency, growing the self-service digital channel.
- Developed GTM strategy for numerous SaaS companies to drive demand growth and revenue growth.



David Hazan
Director Marketing and Affiliate Partnerships

For over 25 years David has worked in the entertainment industry, heading up the marketing departments of record labels from Universal to Putumayo to Windup, while holding senior executive positions with the Orchard, VH1, Time Warner, and most recently, Midem, a leading industry event serving the global music community.

Over the course of his career, David has applied his business development and dealmaking expertise to more than 30 tech, brand, media, events, and festivals, including SoundExchange, MDIIO, AEG Network Live, Audible, Microsoft, Sound Exchange, MDIIO and AudioShake.

David continues to curate multiple panels, events and hackathons, including Canadian Music Week



TEAM - Development



Stephane Perez
Chief Technology Officer

A result-driven Technology Manager with over 20 years of systems architecture, software development and development teams management experience, Stephane graduated in 2000 from McGill University of Mathematics and Computer Science with a Bachelor of Science.

Achievements:

- Development of a legal evaluation and management platform with integration to government portals.
- Development, integration and deployment of mass transit enterprise systems for local and state transit agencies.
- Development of online sports gaming platform.



Bryan Roman
Director, Product Development

A leader in technology and digital production, Bryan has 17+ years of experience managing technology teams across a variety of industries.

Credits:

Fancy Pants Group
McGarryBowen
ABC
Bloomberg TV

Creative Intell's software development team is based in Montreal, Canada.

TEAM - Legal & Education



Imraan "Immy" Farukhi
Director, Contracts and Education

Immy is an experienced attorney focused on transactions pertaining to the entertainment, music, film and television industries. He also teaches entertainment law to students in the Television-Radio-Film program and the Bandier Music Industry Program as an Assistant Professor at the S.I. Newhouse School of Public Communications at Syracuse University.



Max Verrelli
Director, Contract Development

Maximillian "Max" Verrelli is a seasoned transactional attorney with over 10 years of experience in the entertainment industry. In addition to his private practice representing musicians, songwriters, record labels, music publishers, filmmakers, production companies, photographers, and fashion brands, Max also serves as the General Counsel to Joan Jett's Blackheart Records Group, Inc., a New York-based full-service music and entertainment group.



Ofelia Mangel, PhD
Director of Educational Design

Ofelia Mangel was at New York University (approximately) forever before heading uptown to Columbia University, where she helped spin up the new Climate School. An educator, technologist, producer, and project manager with endless experience in community, post-secondary, and online learning environments, Ofelia has been instrumental in designing CI's educational materials and as you may have surmised is really smart.



TEAM - Animation



Mark Cappello
Studio Director

Mark has been in the animation biz for over 25 years, functioning in a variety of capacities, including Director, Art Director, Studio Director, Studio Manager, and writer/performer/director on several of his own television series broadcast on YTV and the Cartoon Network in his native Canada. He prides himself on consistently bringing multi-million dollar productions in on time - and just as importantly, on budget, Eh. Mark has worked directly with Disney, Nickelodeon, MTV, Ubisoft and Universal Studios, not to mention more children's broadcasters than you can shake a stick at. Mark's the guy who calls the shots in CI's animated projects.



Robin Velghe
Character Designer and Visual Art Direction

Robin is an illustrative designer and animator currently based in Belgium. He launched the Rhymezlikedimez project which instantly exploded into a worldwide brand. Famous for providing animation and artwork to music icons like Anderson .Paak, Bruno Mars and Lil Uzi Vert, Robin has produced critically-acclaimed content for the likes of Nike and Apple Music. Robin also has his own clothing line and recently made a small fortune birthing a hit NFT.



Chris Barry
Head Writer

The driving force behind seminal Canadian "punk" bands, the 222s and 39 Steps, Chris has since morphed into a popular, award-winning writer responsible for a litany of screenplays and irreverent non-fiction essays that, like his music, have found a worldwide audience. He cut his teeth at Montreal's premiere arts weekly, the Montreal Mirror where, for 12 long years, he puked up his hugely popular, award-winning People column while contributing to publications as varied as High Times, Vice and the Globe and Mail.



MILESTONES

- Built a strong team with a focus on software development (located in Montreal, Canada), educational content creation and animation.
- Filed Canadian federal and Quebec provincial government research and development SHRED program rebates, eligible for up to 70% of development dollars spent in Canada.
- Completed software development that is entering Beta for release in Q4, 2022
- Developed 9 microservices that combine to form a platform designed to scale to other sectors and industries.
- Developed internal CRM industry mapping tool for GTM strategy.
- Over 15 courses developed, and over 40 animated videos in production, created and ready for release.
- Established strategic relationships with key music distributors who have relationships with the 8 million artists who have songs on Digital Service Providers (DSPs).
- Accepted as a full member of DDEX and into the Nvidia Inception accelerator program.
- 2 patents pending, additional patentable processes identified by former head of IBM Patent Lab.





Forbes Magazine Predicts Robo-Lawyers!

"Low-cost, AI-driven legal services will open the doors not only to small businesses struggling to navigate the complex legal system, but also to individuals. The goal is to help people be more proactive about protecting their individual freedoms, as well as to extend the reach of legal services to those previously excluded due to prohibitively high expenses."

David Fritz

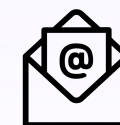


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