



# MISSION

**Empower creators to control their content, data, and fan experience while:**

- **Allows Fans to get perks, & rewards**
- **Help creators increase revenue**
- **Utilizing AI tech to scale content**

**PERKS : VIP access to events, live streams, set visits, credits, exclusive content, NFTs, merch, and royalties on streams ...**

**WHY**

**WHY**



Traditional distributor control everything .  
Our mission is to help creators & reward fans

**WHY US**



Our team has spent the 10,000 + hours working with creators, fans, in AI, production & blockchain.

**WHY NOW**



The creator economy model is here to stay and with AI and NFTs the sky's the limit.

# PROBLEM

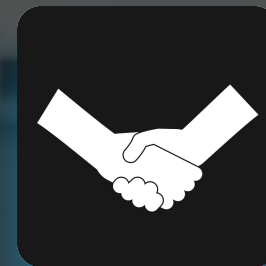
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Film & TV creators lack fair compensation and want platforms that pay more

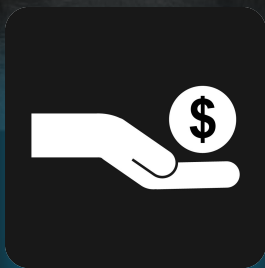


Creators lack access and control over their funds and fan data especially for premium content



Fans can't engage with or get rewarded for supporting and or investing in creators.

## SOLUTION



Content creators get up to 80% on Subscriptions, Tips, Ads, PPV events and Merch revenue



Creators get direct access to their fans and earnings on Amazon Fire, Google TV, Sony, LG & More



Fans can engage with creators and get perks, rewards and royalties on content they support

Creators don't want the cost and hassle of building and maintaining web, mobile and CTV apps

# AI TOOLS

## STAFFWRITER.AI

Write Movie Scripts,  
TV Series, Books,  
Songs and more...

Unlock endless creativity and make your writing dreams a reality with our cutting-edge AI technology. Say goodbye to writer's block and hello to endless inspiration.

Get started

Start free trial. \* No credit card required.

**Staffwriter.AI**, the AI LLM owned by Lookhu, is tailored made for long form content creators who produce **movies, TV series and docs.**

## PRESENTERS.AI



**Presenters.AI** takes movie making to the next level by bring characters to life in seconds. **Presenters.AI**, owned by Lookhu, launches in Q4.

## BRANDTRAQ

BRANDTRAQ.COM

Launching Soon

**BrandTraq** enables creators to track brands in their content for **editing, value quantification, and product placement monetization.**

Lookhu has developed and licensed cutting edge AI tools to help empower creators to complete projects faster, reach more fans and monetize their works in new and innovative ways.

# PROJECTS

## CHANNELS



**HSTV or HighSociety TV** is a 24 hour channel dedicated exclusively to alternative drugs and lifestyle. **HSTV** is a FAST channel exclusively on the Lookhu platform.

## TV SERIES



**The Bet House** is a first of its kind competition reality TV series hosted by **Ray J**. Over **10 episodes** the cast of **14** compete, all living together, in sports betting challenges for **250k**.

## MOVIES



This Horror Comedy featuring some of today's biggest social media stars and movie icons like **Vitaly, Danny Trejo, Tiny Lister**, is back with an NFT offer to fans to be in part 2.

Lookhu partners with independent producers to create projects of all kinds including movies, tv series, live events and full networks. In most cases Lookhu will take a 80/20 revshare split and paid services and platform fees to cover development, data and transaction cost.

# CHANNELS

## FRIGHTENER



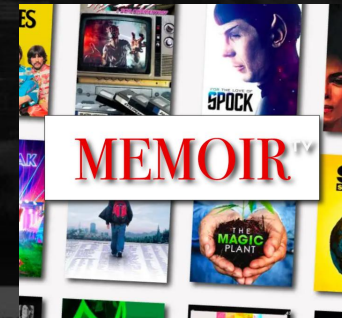
**Frightener Club** is the first curated channel from Lookhu featuring the **largest** library of **horror films, series and podcast** on the market. The channel will **\$5.99 per month**.

## XPAND TV



XPAND TV is the destination for all things motivational and the expansion of human consciousness. Those that know seek XPAND.

## MEMOIR TV



Memoir TV has one of the largest libraries of movies, TV series and podcast dedicated to telling true stories that inspire audiences worldwide.

Lookhu has a dozen exclusive FAST (Free Ad Supported TV) linear channels that stream 24 hours per day on Lookhu. These niche channels cater to underserved and avid communities.



# PERKS

## VIP ACCESS



Influencer like Uldouz, who reach over **5 million fans**, can offer paid subscriptions, **paid DMs**, and PPV events on **mobile, web and TV**.

## MORE CONTENT



Celebrities like **LaTocha**, from the hit group **Xscape**, can offer her fans **exclusive content** not found anywhere.

## EXCLUSIVE MERCH



Lookhu, through its wholly owned site **PeekPerk.com**, offers over **10,000 products** related to **content & creators**.

LOOKHU has secured several use cases for its **CONTENT WITH PERKS** business model in **Music, TV Series & Films** where fans get exclusive perks, merch and VIP experiences only available with us.

## PLATFORM

Lookhu is the first OTT (over the top) premium streaming service with the creators economy business model where fans can get cool perks and view their content on web, mobile and TV.

- Lookhu is available in 179 countries globally
- Our web, OTT & Mobile apps reach 1B + users
- Distribution network of over 1000+ publishers

**SONY**

**TCL**

**Hisense**

**LG**

**iPhone**

**Roku**

**amazon fireTV**

**Google play**

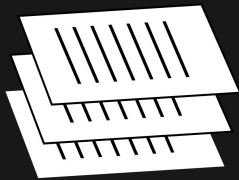
# THE BUSINESS MODEL

Ads

Subscriptions

Development

SAAS



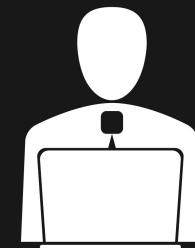
Advertising accounts for **38%** of all streaming revenue



Influencer Sub-Channels now generate over **7 billion** annually



The global film market grew to **267 billion** in 2022 with a CAGR rate of 5.9



The global SAAS market generated **167 billion** in 2022 which is  $\frac{2}{3}$  of cloud services

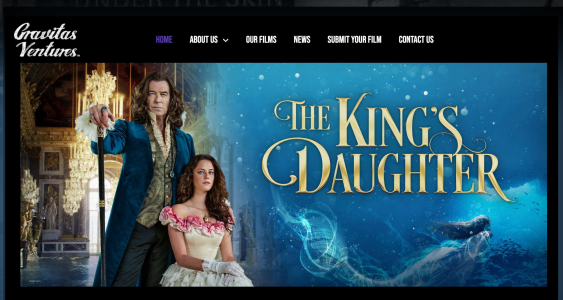
**We utilize a freemium content strategy to gain users and maximize revenue. Watch for free, upgrade or cancel anytime.**

# THE CONTENT

## Licensed

## Creators

## Original



- Movies
- TV Series
- Podcast
- Curated Channels

- Movies
- TV Series
- Podcast
- PPV Events
- Influencers Channels

- Movies
- TV Series
- Channels
- PPV Events

AVOD 60/40% Split  
 SVOD .20 P/H Split  
 TVOD 80/20% Split

AVOD 60/40% Split  
 SVOD 80/20 Split  
 TVOD 80/20% Split

AVOD 100% Split  
 SVOD 100% Split  
 TVOD 100% Split

Note: AVOD mean advertisements - SVOD means subscriptions - TVOD means one off transactions

# THE PARTNERS

Strategic

Public

Sponsors



- Nasdaq Co ticker **SURG**
- **3M** subs' on mobile
- Access to **user base**

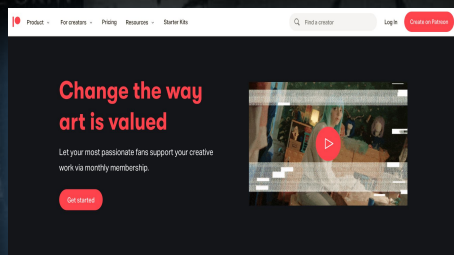


- An OTC Co ticker **MOBQ**
- **54M** Mkt, cap YTD
- Media Ads **5 yr deal**

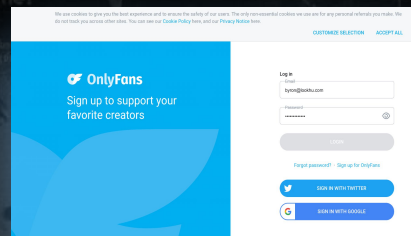


# THE COMPETITION

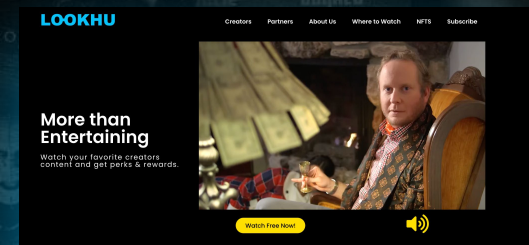
## Patreon



## Onlyfans



## Lookhu TV



**CONTENT** : Talk / Podcast

**B MODEL** : Subscription/ Tips

**PLATFORM** : Web / Mobile

**FORMAT** : VOD / Live / chat

**PERKS** : Perks / Offers

**LAUNCH** : 2013

**PROFIT** : 8% Subs

**REVENUE** : 2 billion Annually

Adult / Porn

Subscription / Tips

Web Only

VOD / Live / Chat

Perks / Offers

2013

20% Subs

4.8 billion Annually

Movies / Series / Channels / PPV

Subscription / Tips / Ads / PPV

Web / Mobile / CTV

VOD / Live / Chat

Perks / Offers / Revshare

2022

40% Ads / 20% Subs / 20% PPV

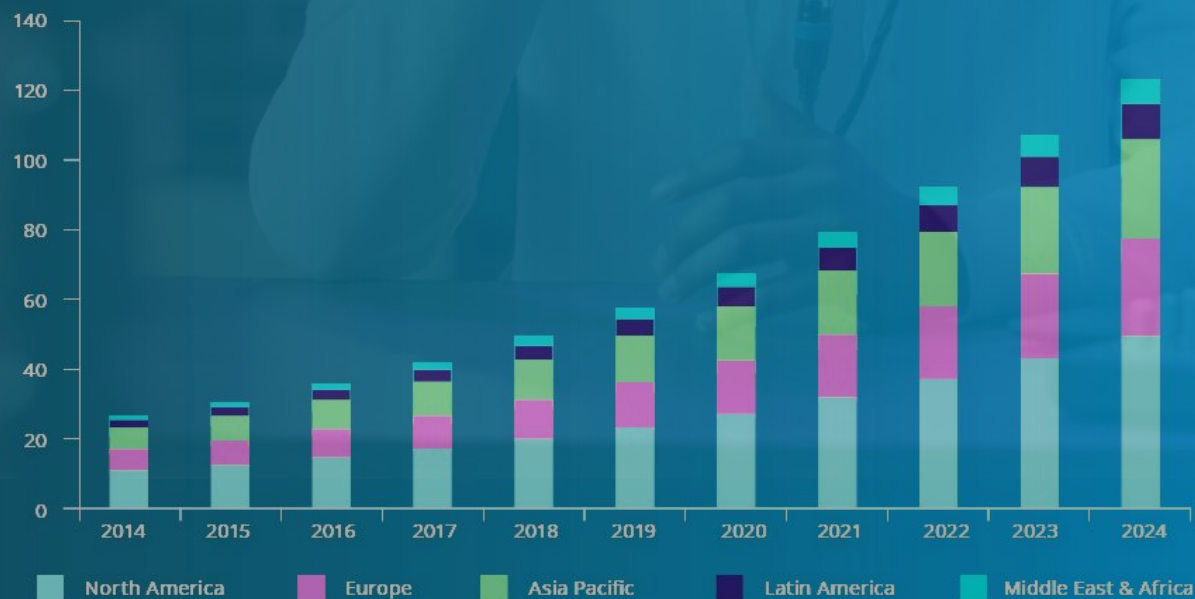
TBD

# THE MARKET

The video streaming industry reached \$72.2 billion in 2021, with most of the revenue coming from the United States. It is projected to reach \$115 billion by 2026

## GLOBAL VIDEO STREAMING MARKET

By Region, 2014 - 2024 (USD Billion)



Attribute	Details
Base Year	2016
Historic Analysis	2014 & 2015
Forecast	2017 to 2024

# LOOKHU “We’ve worked with”

Influencers - Athletes - Comedians - Musicians - Actors

## THE TALENT

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Our Network of Talent Has Well **Over 1 Billion** Social Media Followers to drive users to Lookhu.







## THE NUMBERS

- 179 Countries
- 1,000 + Shorts
- 2,000 + Series
- 8,000 + Movies
- 25,000 + Creators
- \$1,000,000,000 + fans
- \$12M Monthly Impressions
- Over 1,000,000 in revenue
- Unlimited Fan Engagement

# THE TEAM



**Byron Booker: CEO**

Byron, founder of Lookhu has been a music executive for the past 15 years having facilitated recording and publishing deals with Sony and universal music while producing live streaming events, movies and albums for top named talent.



**Kyle Massey: Talent**

is an actor, musician, and TV producer. He gained prominence for his role as Cory Baxter in Disney's "That's So Raven" and "Cory in the House." He was DWTS runner up with over 80 million votes..  
influencer



**Joe Conte: Ops Mngr**

has been working with the CEO over 10 years managing teams and working directly with clients for music sync licensing to distribution. Running front and back-end operations on the all company platforms.



**Roy Liebrecht: VPO**

Roy, co-founder of Lookhu Inc., previously worked at Playboy where he was the Senior Vice President, Business and Legal Affairs and responsible for all of Playboy TV and Playboy.com's global entertainment.



**Cindy Cowan: CPO**

Cowan co-founded IEG in 1995 with Graham King, with seed capital of only \$350,000 and no tangible assets; Cowan was able to secure a \$25 million line of credit with Chase Bank to fund overhead, development.



**Joey Winshman: CMO**

Joey, our Head of Marketing, specializes in digital marketing that integrates inventory, data, technology and brainpower to capture and manage the most profitable audiences.



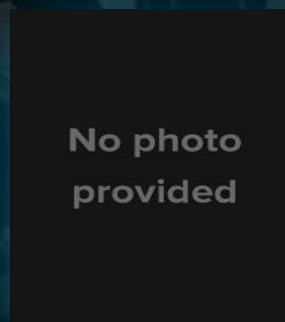
**Michael Moore CPA**

Michael Moore is a certified public accountant located in Las Vegas, Nevada. Michael Moore is a CPA directory verified CPA, licensed to practice in the state of Nevada. He maintains the highest standard ethics as an accountant.



**Barry Johnson: CTO**

is an IT development expert that manages a team of design, web , and coding programmers. Barry has a Masters from Colorado State University in information technology and manages a team of over 80 developers responsible for creating over 300 mobile apps.



**Steve Morse: Legal**

Is an attorney registered with New York State, Unified Court System, Office of Court Administration, admitted in 1982. The current status is Currently registered. Morse is Lookhu's SEC attorney and has worked with the CEO for over 15 years.

\* At present, aside from the CEO, our executive team are independent contractors and run their own companies day to day

# PROJECTED REVENUE

<u>Subscription</u>	<u>Revenue/mo</u>	<u>.2% Net Income/yr</u>
100,000	\$600,000	\$1,440,000
250,000	\$1,500,000	\$3,600,000
1,000,000	\$6,000,000	\$14,400,000
5,000,000	\$30,000,000.	\$72,000,000
10,000,000	\$60,000,000	\$144,000,000

<u>SAAS</u>	<u>Revenue/mo</u>	<u>.4% Net Income/yr</u>
100,000	\$3,000,000	\$14,400,000
250,000	\$7,500,000	\$36,000,000
1,000,000	\$30,000,000	\$144,000,000
5,000,000	\$150,000,000	\$750,000,000
10,000,000	\$300,000,000	\$1,440,000,000

<b>Ad Revenue</b>	<b>Launch date</b>	<b>Customer Reach</b>	<b>Projected Profit/MO</b>	<b>Comments</b>
ROKU	Q2 2025	60,000,000	\$180,000	Uptake rate – .001 at \$3 /mo
LG TV	Q2 2025	10,000,000	\$150,000	Uptake rate - .005 at \$3 /mo
Apple TV	Q2 2025	30,000,000	\$90,000	Uptake rate - .001 at \$3 /mo
Amazon Fire TV	Q2 2025	150,000,000	\$225,000	Uptake rate - .0005 at \$3 /mo
Android TV	Q2 2025	110,000,000	\$33,000	Uptake rate - .0001 at \$3 /mo
<b>Total</b>		<b>360,000,000</b>	<b>\$678,000</b>	<b>For 2025 \$8,136,000</b>

Note: This slide contains forward projections which cannot be guaranteed.



*Thank You!*

**THE OFFER**

**LOOKHU**

**BEYOND ENTERTAINING**

\*Please contact the CEO or your investor relations contact for investment details.

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