

INVEST IN EVA'S WILD

Regenerative food, award-winning media and authentic experiences - in one place

LEAD INVESTOR



Phil Davis

As an east coast transplant, my first encounter with a pacific salmon was defining. Awed by their life story that I'd only read about, to actually encounter one in the river knowing how it got there grabbed me, deep in my psyche. It was magnificent. And tragic. I am drawn to a quote by the late Billy Frank Jr., who has inspired generations to care for the salmon. "To the degree that we succeed in protecting salmon,... we generate the spirit to survive ourselves." I'm investing in Eva's Wild because it embodies this ethos, and it gives me hope that we can and will save our salmon, and in doing do, save ourselves!

Invested \$20,000 this round

evaswild.com

Seattle WA



Retail

Ecommerce

Food & Beverage

Entertainment

Media

Highlights

- 1 Sales of regenerative Bristol Bay wild salmon up 2x year-over-year. D2C sales up 35%.
 - 2 Ownership in our comprehensive media platform with films, podcasts, and streaming series.
 - 3 Partnered with James Beard award-winning chefs like Tom Douglas in our wholesale business line.
 - 4 We buy our salmon from women & indigenous-owned sources in Alaska.
 - 5 Ownership in distribution of Mark Titus' new film, The Turn.
 - 6 Results-obsessed leadership team and Community working to save what we love, together.
 - 7 Our financial success directly translates to meaningful protection of our planet.
 - 8 Blockchain-verified transparency of supply chain story as part of our B-Corp application process.
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Our Team



Mark Titus Founder, CEO

Founder of August Island Pictures, producing award-winning films, The Breach & The Wild. 25 years in salmon industry. 2021 recipient, Daniel Housberg Wilderness Image Award. Speaker at Yale, Cornell, the University of Oregon and on the TEDx stage.

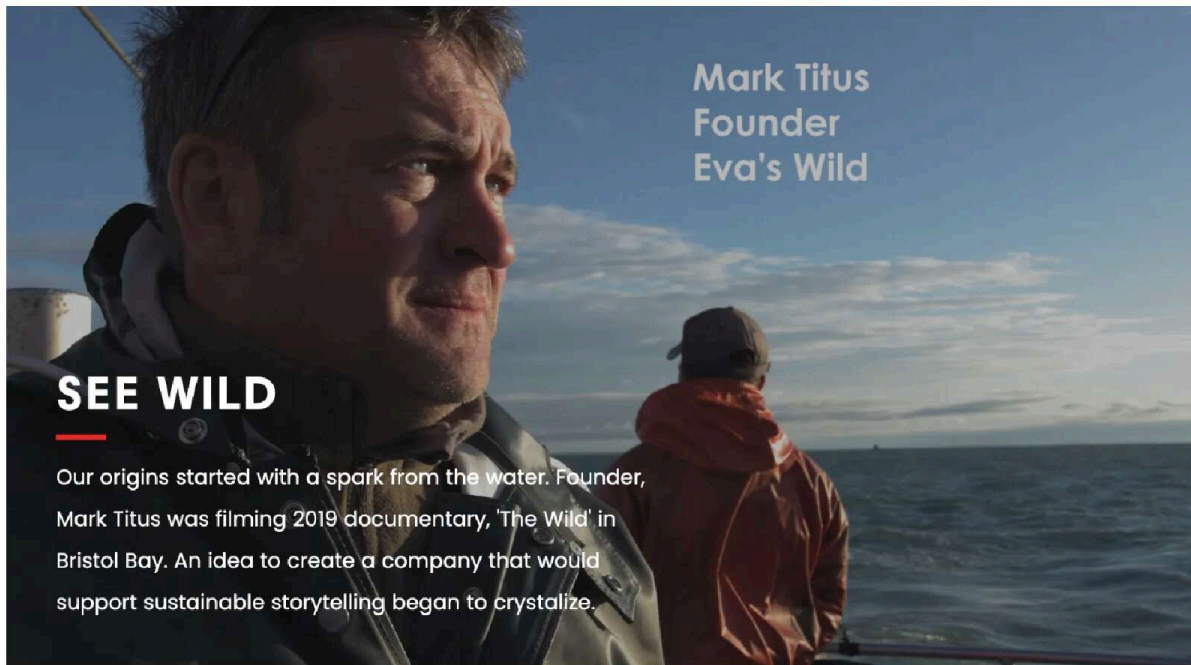
Founder, Mark Titus writes: "I grew up fishing for wild salmon and have been in love with them since I was two. They give their lives so that life can continue. After every screening of my first documentary films about dwindling wild salmon runs, emotionally-moved audiences asked, "How can I help?" Eva's Wild became the answer."



Mat Cerf Co-Founder, President of Operations

Captain on a Bristol Bay fishing operation, documentary & narrative filmmaker specializing in co-creative grassroots storytelling, ex-data analyst, Magna Cum Laude in Business Economics, passionate about protecting wild places within and around us.

It Starts with a Story...



Eva's Wild founder, Mark Titus' award-winning environmental documentaries like *The Wild* have garnered passionate audiences across the U.S. eager to take protective action for Bristol Bay, Alaska. Engrained in his films are a call to action – and a warning that the most productive salmon systems on earth were in peril. So after every screening, folks asked one question: "What can I do to help?"



Eva's Wild was born – a company that weaves together the best in food, storytelling, and impactful experiences from across Salmon Nation – an area stretching from California to Alaska defined by its contact with salmon-bearing rivers – as an engine for protecting the wild places we love.

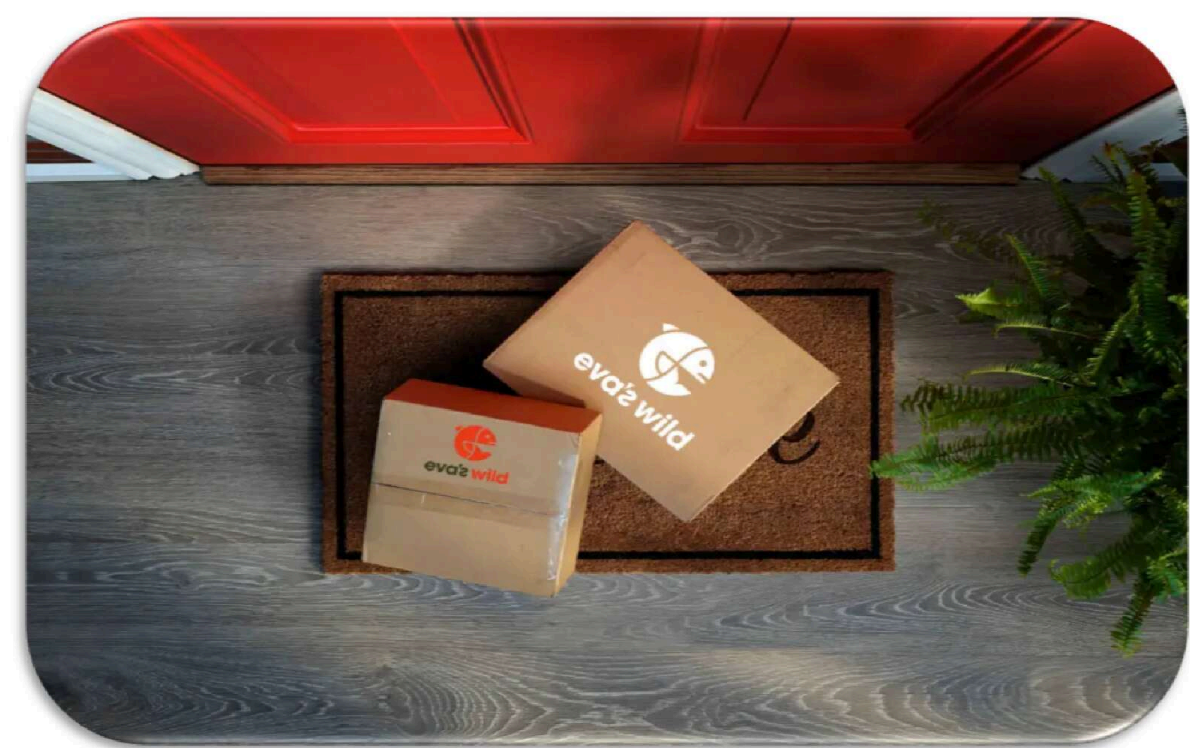
Eat Wild

Through a sustainable supply chain that includes sourcing our retail wild salmon from indigenous suppliers and the only woman-owned processor in Bristol Bay – that still hand-cuts their filets, and works with a small, tight-knit team of indigenous small-boat fishermen – *Eva's Wild* provides the best protein source money can buy directly to customers doors and restaurants near them, all while channeling their purchase dollars to help where it matters most.





Community Driven: Our signature offering is a subscription into our community. Starting with an orca-safe, always-wild-and-regenerative box of Bristol Bay salmon shipped directly to our customers’ doors in environmentally-safe packaging. Once a month, bi-monthly or quarterly, we are delivering the world’s best protein to where are customers live and telling the story of how it arrived there better than anyone else.



Supporting Sustainable Fisheries: Every dollar spent on our sustainably-harvested wild salmon supports an industry that creates 18,000 jobs and over \$2bn in annual revenue each year. At the heart of this industry is a network of fishermen, scientists and indigenous-led protectors who have garnered national headlines speaking truth to power in the fight to protect salmon rivers from extractive and damaging industries.



Purchasing wild salmon from Bristol Bay bolsters the sustainable economy that's *already thriving* there and discourages environmentally disastrous resource-extraction projects in the region. Customers' dollars drive a demand to protect this perfectly managed and regenerative source of food. We as a community are then in effect saying NO to the extraction industries and YES to a sustainable fishery that's been thriving for thousands of years .



Carbon Mitigation: Bringing wild Bristol Bay sockeye salmon to your plate burns less carbon than it takes to make an Impossible Burger. This is *the* ideal protein source for the Conscious Consumer.



Starting with wild salmon, Eva's Wild will grow to be a leading purveyor of regenerative & eco-harmonious foods from across the Salmon Nation bioregion.

Teamwork: Eva's Wild core team is CEO, Mark Titus (click [here](#) for deep-dive founder's story) and President of Operations, Mat Cerf. Both accomplished filmmakers, Mat and Mark also have 30 years of hands-on experience between them in the Alaskan salmon industry.



Mark was foreman of a Bristol Bay salmon processing line during his college summers in the '90s then went on to catch, process and ship salmon home to his

guests as an Alaskan fishing guide for over a decade.



Mat graduated *Magna Cum Laude* from the University of San Diego in 2016 with degrees in Business Economics and International Relations, then headed north and has been a captain of a longstanding set-net salmon fishing operation in Bristol Bay since 2016.

SEE WILD

Storytelling: Eva's Wild mission is driven by story. It is the means for bringing people together around a common cause. So, one of the three tips of the trident in in our business model is *Eva's Wild Stories*. Both Mark and Mat are award-winning filmmakers in their own right. Their shared vision is that the stories we tell and the food we eat are both equally potent ways to engage with, support, and learn a place...a cause...a way of life.

EVA'S WILD STORIES

THE WILD
HOW DO YOU SAVE WHAT YOU LOVE?

stream nights

Eva's Wild
see wild.stories.wild

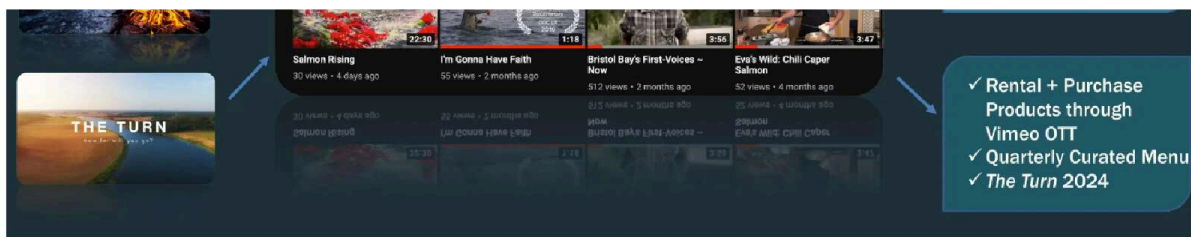
HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads ▶ PLAY ALL

SALMON RISING
AUGUST 28TH

- ✓ Eva App launching Q2, 2022
- ✓ \$7.99 / mo
- ✓ \$79.99 / yr

- ✓ The Breach Trilogy
- ✓ Save What You Love (SNYL) Podcast
- ✓ Exceptional Curated Content



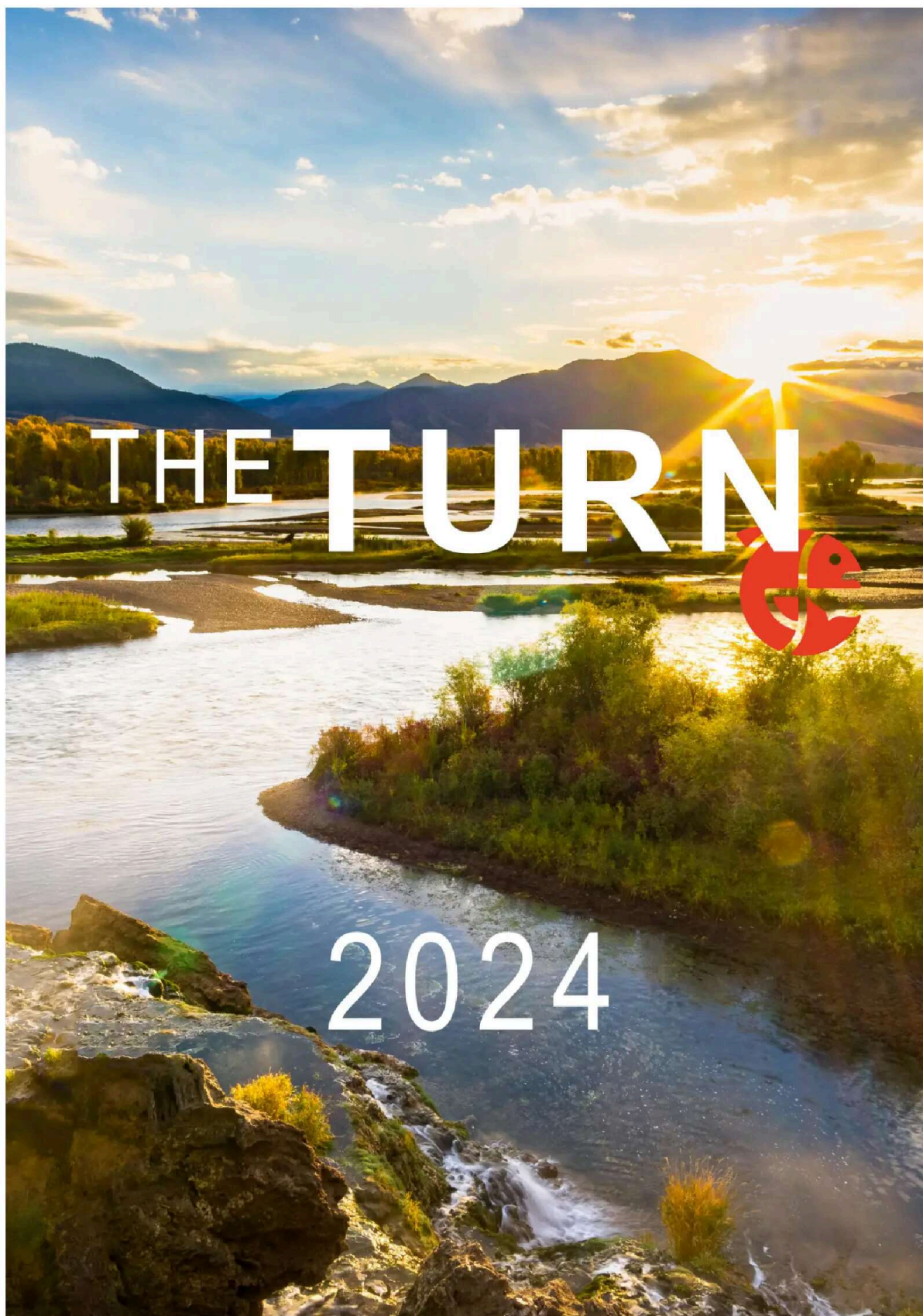
With the belief that storytelling focused on protecting wild places and ways of life needs a home of its own, we're building *eva* – a proprietary subscription streaming app that exclusively hosts original content produced by the *Eva's Wild* team - & curates the best of the bioregion's independent filmmaking and digital storytelling (remunerating emerging storytellers through subscription revenue). *eva* is set to launch Q4, 2022.

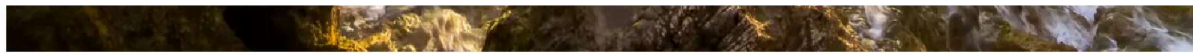


First up on the original content production-line: *The Turn*: a feature-film documentary by Mark Titus, that will complete a 12-year odyssey for the love

and protection of wild salmon.

A portion of this raise will fully fund production of *The Turn*. Eva's Wild will receive 100% of the net monetization from distribution of the film until 2030, and 15% in perpetuity.

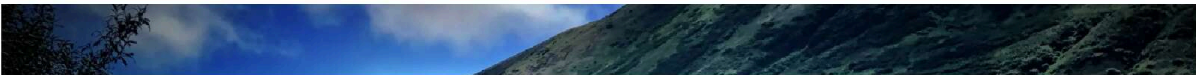




In addition to films, Eva’s Wild Stories’ media subscriptions give customers access to the Save What You Love podcast.



Experiences: The second piece of See Wild, and the final step of a customer’s journey within the *Eva’s Wild* product ecosystem, is physical travel to the source of it all – the wilderness and communities that support salmon habitat, and maintain a sacred connection with the earth. To facilitate this, *Eva’s Wild* builds off decades-long relationships with community leaders in Bristol Bay fishing communities, and has developed novel partnerships with brands like Roam Beyond to bring meaningful adventure travel to our customers.





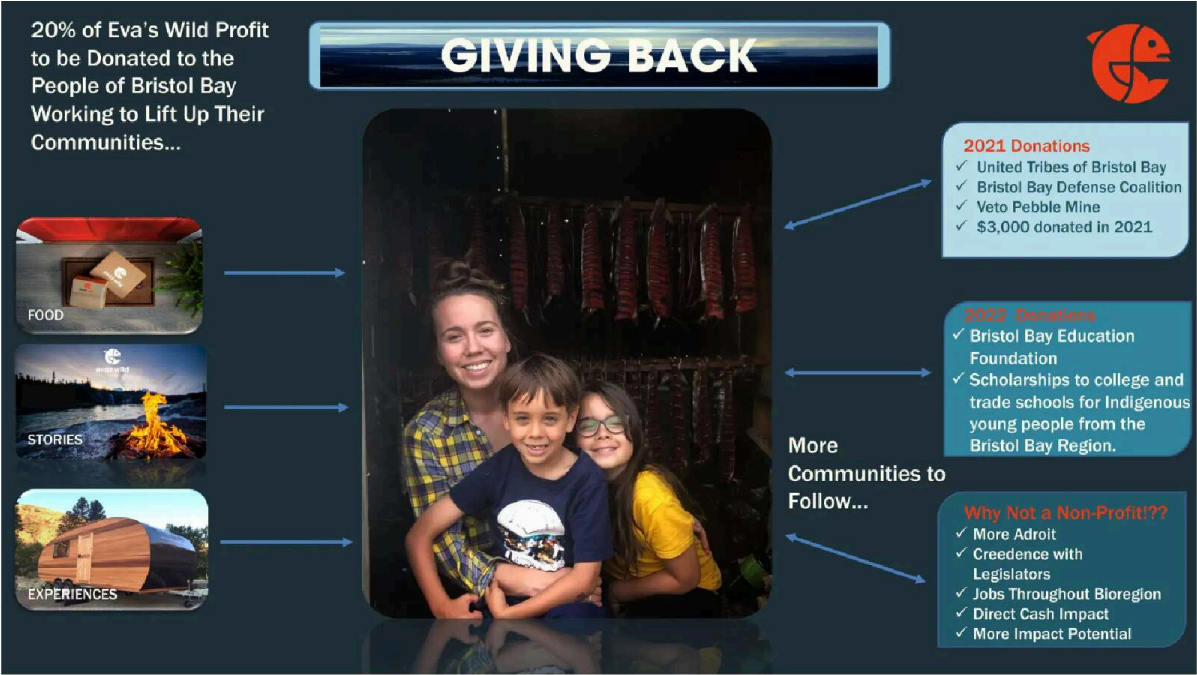
That, coupled with year-round in-person tasting events, films screenings and story-centered regional gatherings gives us an experiential and impactful touch point with our customer-community.



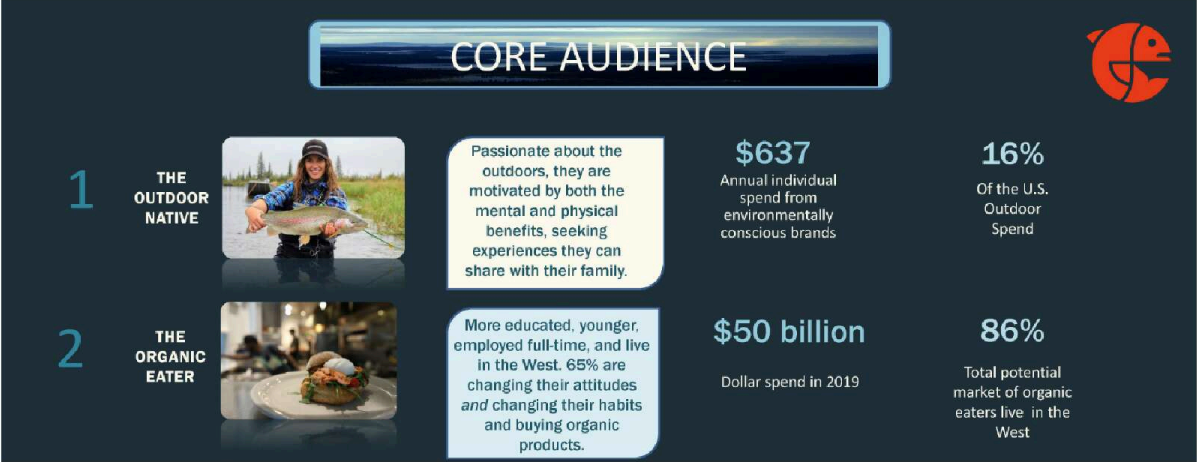


SAVE WILD

At the core of building a product line that directly supports sustainable and regenerative economies, wild habitat protection, indigenous & women-owned businesses and forward-thinking storytellers, *Eva's Wild* donates a portion of every dollar spent on our products to grassroots organizations leading the fight for Bristol Bay and other critical wild habitat in the Salmon Nation bio-region.



Through integrations with *New Mode*, a platform for online civic engagement, our website also hosts direct advocacy campaigns on targeted subjects relating to the conservation of wild habitat directly within our Take Action portal.



3
THE CAUSE CHAMPION

73% of Americans consider companies charitable work when purchasing. 50% say that they would switch to a company that supports a cause they believe in.

71%
Of millennials are willing to pay more if they know some profits go to charity

87%
Of Americans purchase a product because a company advocated for an issue they cared about

What does this all amount to? A public-benefit impact- brand that gives customers a way to holistically engage in the food, stories, and places of our bio-region, all as an engine for protecting the places and people we love.

WHERE WE'VE BEEN

To date, with a total of \$0 spent on direct marketing, we have...

- Earned over \$350k in revenue from online sales direct-to-consumers, and wholesale revenue from restaurants, including James Beard award-winning chefs like Tom Douglas and Renee Erickson.
- Through a virtual screening tour of The Wild in 2020, built a newsletter audience of over 6,000 across the country. And a social media following of Over 19,000 across all our channels. And, pivoting during Covid, The Wild earned over \$60,000 in online screenings as part of a national virtual-tour.

EVA'S WILD STORIES

Case Study: *The Wild*
(released during covid pandemic)

- ✓ Livestream Ticket Sales to Date: \$60,000+
- ✓ Social Media + Direct Followers: >19,000
- ✓ NGO + Brand Partner Reach: >10mm
- ✓ Co-Exclusive License to Eva's Wild

- ✓ Education Curriculum for Grades 6-12
- ✓ Activation with 50,000 Member NSTA Listserv
- ✓ Deal reached with **Curious** for Wide Release to Schools and Universities

- ✓ 2022 Livestream Events with Core Partners
- ✓ VOD on Apple TV + Roku on Eva App 2022
- ✓ Environmental Victory **Story** in Bristol Bay

- Developed a robust, transparent, and sustainable supply chain that sources from women and indigenous owned suppliers in Bristol Bay, and delivers to

folks doorstep in recyclable packaging at a competitive price.

- Completed R&D, tooling, and a test-run on an Eva's Wild Jerky product (which was a hit!).
- Built *eva*, a proprietary streaming platform compatible on AppleTV, iOS, and any Chromecast on home TV's.
- Completed our B-Corp application process.
- Lined up dozens of high-caliber films for licensing and hosting on the *eva* app.
- Donated over \$10,000 in the last two years to the fight to protect Bristol Bay, led by the people who know it best: The United Tribes of Bristol Bay.
- Built a winning team of fishermen, filmmakers, business minds, and advocates.

WHERE WE'RE GOING

Over the next 24 months, with the help of funds from this raise, we plan to...

- Add 1000 monthly subscribers to our customer-community.
- Finalize and secure B Corp certification.
- Engage and onboard a marketing agency to build and implement data-driven short-, medium and long-term growth strategies.
- Scale media subscriptions to >500 subscribers.
- Purchase sufficient inventory in the '22 and '23 seasons to scale salmon sales to...
 - ~300 salmon box subscribers and ~18 restaurants by June 2023.
 - ~1000 subscribers and ~33 restaurants by June 2024.
- Host bulk-purchase and film screening hubs across the PNW, starting in May 2022.
- Launch D2C and wholesale Salmon Jerky, Burger, and portioned filet lines.
- Launch our flagship Bristol Bay travel experience.

- Create a full-time fellowship position on our team for a member for Bristol Bay indigenous community.
- Complete production of *The Turn* and launch a 50-city screening tour in 2024 that will channel audience enthusiasm towards Eva's Wild food, media, and travel offerings.



Our projections have us consistently profitable at over \$200k in monthly revenue by early 2024, and scaled into an ideal acquisition target for a suite of large brands and/or parent companies in the regenerative food, entertainment, and travel industries in a five-to-seven year time horizon.

The forward looking projections above cannot be guaranteed.

WHO'S ON BOARD

Mark Titus

Founder

Eva's Wild

1991 – 1994

- ✓ Started on Ground-Floor as Processor, Dagnet Fisheries, Bristol Bay
- ✓ Ran freezer line as Foreman by 1994
- ✓ Packed + Shipped 2mm lbs Salmon

1997 – 2004

- ✓ Head Guide, Yes Bay Lodge Alaska
- ✓ Hand-Packed, Processed and Shipped 10,000+ lbs Salmon per Season
- ✓ Off-Season: Delivered [Penn Cove Shellfish](#) While Attending [Film School](#)

2005– 2020

- ✓ Founded [August Island Pictures LLC](#)
- ✓ Produced 100+ Brand Films
- ✓ Produced [The Breach](#) 2014
- ✓ Produced [The Wild](#) 2019
- ✓ Founded [Eva's Wild](#) 2019

SALMON ROOTS



With Wife, Wenche Friis, Yes Bay, Alaska



While Filming [The Breach](#) in Alaska, 2012



Speaking at [TEDx](#) Twin Falls, 2018

Mat Cerf

Co-Founder

Eva's Wild

2016

- ✓ Graduating Magna Cum Lauda University of San Diego
- ✓ Degree in Business Economics
- ✓ Degree in International Relations

2016 - Present

- ✓ Commercial Fisherman, Bristol Bay Alaska
- ✓ Captain, Set-net Crew
- ✓ Most Importantly, Works for Lindsay Layland!

2018 - Present

- ✓ Produced Social Justice Films in Africa
- ✓ Secured Grants from Sundance and World Cinema Fund
- ✓ Wrote and Directed [The Vagabond Queen](#) – feature film in Lagos Nigeria

SALMON ROOTS



On Set in Lagos, Nigeria



Directing [The Vagabond Queen](#)



World's Finest Protein – Bristol Bay Commercial Fisherman

Wild Salmon
Connect Good
People



Eva's Wild Investor, Tim Carver

EVANGELISTS



James Beard Award-Winning
Chef, Renee Erickson



Mike Bradburn, Owner,
Crystal Creek Logistics

Investors & Partners

Mark and the team at Eva's Wild have crystalized a lifetime's mission into a focused endeavor that has both impact in the world and meaningful commercial promise. I believe that when a group of talented people coalesce around a shared passion, magic happens. And when an organization is purpose-driven, it finds ways to win. I see all of this at Eva's Wild.

~ Tim Carver, CEO, [GCG Partners](#)

Our friends at Eva's Wild are doing amazing things to raise awareness about the waters and wild salmon of Bristol Bay. That's why we proudly carry their wild Bristol Bay Sockeye Salmon.


~Renee Erickson, Owner, [The Whale Whims](#)

I've known Mark for some time now and have grown to respect and appreciate him as a film producer, a businessman and a friend. Mark is also a customer of Crystal Creek Logistics, a company with which I have half ownership. We ship salmon fillets for Eva's Wild and Mark has established a very solid foundation for his direct to consumer business.


~Mike Bradburn, [Crystal Creek Logistics](#)

Click [HERE](#) for a flowing spark-page of the big picture on how it all comes together.

Where Does the Name Come From?



Evas is Save Spelled Backwards




Watch later

Share

eva's ?

Watch on



YouTube

The word *Eva* means *Mother of Life* in Latin.

Evas spelled backwards is *Save*.

Eva's Wild = Save Wild.

Save What You Love.

Wild salmon are our symbol because they are the paragon of transformation. They give their very lives so life itself can continue. What could be a more powerful symbol of hope?



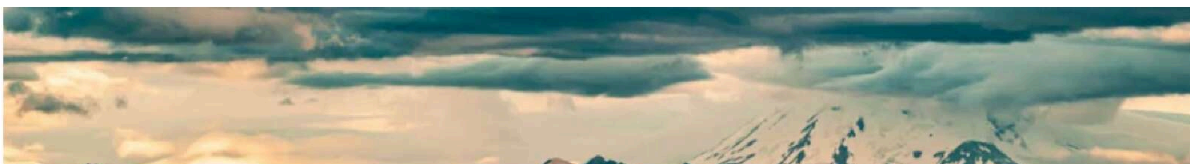
Check Out Our Perks!

We have some amazing partners. Check out the seminal perks in our investment tiers below. Including the likes of:

A subscription to our salmon. Two flash-frozen, premium wild filets delivered quarterly to your door for one year at the \$25,000 investment level.

A Trip to world-class Mission Lodge in Bristol Bay for you and a guest when you invest \$100,000 in Eva's Wild.

An Overnight celebration with first-eyes on The Turn before its world premiere at a premiere Columbia Hospitality location (TBD in 2023).



WeFunder Investor Benefit Tiers

In addition to an investment in *Eva's Wild & The Turn* documentary, we'd like to offer you the following for your deeply appreciated support:

1.



\$500

Hand Tied Steelhead Fly by Mark Titus + Titus Bait and Tackle [Hat](#)

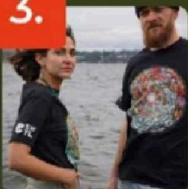
2.



\$5000

An exclusive Bristol Bay Bracenet to wear your solidarity! Plus A Year Subscription to all *Eva's Wild Stories* premium subscription media + all above

3.



\$10,000

SWYL Ray Troll T-Shirt; Special Thanks in Credits of *The Turn* + all above

4.



\$25,000

Signed Art Quality, Still-Photograph from *The Turn*, One Year *Eva's Wild* Quarterly Salmon [Subscription](#) + all above

5.



\$100,000

Trip to Bristol Bay's premier, [Mission Lodge](#) in June, 2023 + Associate Producer Credit in *The Turn* + all above

6.



\$250,000

Co-Executive Producer Credit in *The Turn*,
Pre-World-Premiere Screening of *The Turn*
& Overnight Celebration + all above

7.



\$500,000

Executive Producer Credit in *The Turn* + all
above

Thank You