Make movies with the world

reelwurld.com   Los Angeles CA   [Entertainment] [Technology] [Software] [Social Impact] [Film]

Highlights

1. Fans create their own characters and *star as their characters* in movies and shows

2. 7.5M+ views on our first show produced with our community (Justice For Hire)

3. App simplifies the filmmaking process to make it easier to tell great stories

4. Incubated and accelerated at NYU, UCLA Anderson, StartED, and VentureOut

5. Advisors from Marvel, Legion M, the SEC, NASDAQ, FBI, New York Film Academy, Gizmodo
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6. United as fans, we'll have a catalogue of intellectual property larger than any Hollywood studio

Our Team

Jan Lucanus Founder & Chief Executive Officer

Jan is an award-winning filmmaker, creator of the record-setting comic book series Justice For Hire, a 3X Tai Chi World Cup Champion, and a serial entrepreneur. He founded the media production company Creative Impulse Entertainment.

There is no "one reason why" I started ReelwUrld™. It's more so something that is calling to me to be built. I will say this, 1) social networks are already cinematic universes, there's just no story that ties all the content together, and 2) put fans in the movies and you have the ULTIMATE way for fans to have an impact on stories they love.

Andra Roxana Stanciu   Cofounder & Chief Technology Officer

Andra, an accomplished software engineer and cultural innovator, is focused on building platforms that empower and enable the innate creative in every human.

Autumn Noel Kelly   Cofounder & Chief of Narrative

A former staff writer at Newsweek and audience editor at Gizmodo/io9 (with an early stint in political strategy), Autumn believes the power of fandom can actually make the world a better place.

The Real "Hollywood in your Pocket"

ReelwUrld™ is building Hollywood 2.0 starting with our app, where a social network becomes a cinematic universe for any movie or show. In our Hollywood 2.0, fans participate in—act, write, produce—all their entertainment, and share in the success of their content and ReelwUrld's technology.

"We haven't seen technology that allows for fans to tell audio-visual stories set in their favorite franchises. ReelwUrld is building that software, and it can well be a game changer."

JEFF GOMEZ
CEO OF STARLIGHT RUNNER, ADVISOR TO STAR WARS & MARVEL

Star Wars and Marvel would be nothing without a the dollars SPENT BY US on tickets, toys, streaming services, and more. We have power in entertainment when we recognize how much our stories matter to our favorite stories (film and TV franchises). **The next step in entertainment is *your story.***

HOW THE APP WORKS
Using Justice For Hire as an example.

CHOOSE A ROLE

CREATE YOUR CHARACTER

MAKE CONTENT AS YOUR CHARACTER

YOUR CONTENT IMPACTS CINEMATIC UNIVERSE STORY

YOU ARE REMIXED INTO MOVIES & SHOWS

REELWURLD

Our long-term goal is to be the fan-owned, creator-owned home of fandom. **You decide what and who you want to watch, even if it's you, and you share in the profits.**

THE REAL HOLLYWOOD

Make MOVIES & SHOWS with the World on an App! - Hollyw...

Watch later   Share

What is Justice For Hire (aka JFH)?

JFH is the first show and "crowdsourced cinematic universe" that ReelwUrld™ is producing with our community. It's about a fictional app that's like Uber for heroes—people across the world can hire a hero or become one and get paid. **Anyone can join the cast** of the show on the *real* JFH app (**justiceforhire.app**) and **create scenes** starring themselves as their own characters.


What is a crowdsourced cinematic universe?

Imagine the Marvel Cinematic Universe, except Captain America and Iron Man were characters created and played by the fans. In a crowdsourced cinematic universe, fans create the characters and star as those characters in movies and shows that ReelwUrld™ helps produce. As opposed to a regular cinematic universe, which is all controlled by executives, and creators of the original characters are barely compensated or included in the production process (just handed a $5,000 paycheck.)

Our patent-pending Crowdosurced Cinematic Universe Model can be replicated for any story, any movie, any show, any franchise—and we intend on doing that for the world's biggest brands.

**Justice For Hire (aka JFH) is our first brand.
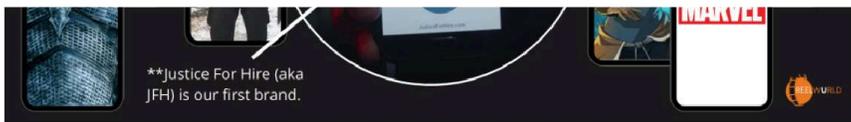
Note: These are forward-looking statements. We do not yet have deals with any of these brands.

How is ReelwUrld™ innovating?

We think differently about social video. ReelwUrld's approach is to simplify the directorial process, which has been overlooked by editing software providers and social video apps. Great movies have great directors behind them.

Our technology guides storytelling, provides camera and performance direction, and instructs collaboration between community members. The results are cinematic videos that are united by story.


Remember at the top of the page we said "Real Hollywood in your Pocket"? This is what it looks like--our app makes making a movie as easy as posting on social media by condensing all of Hollywood's stages of creating, producing, and releasing a film into a simple app experience.
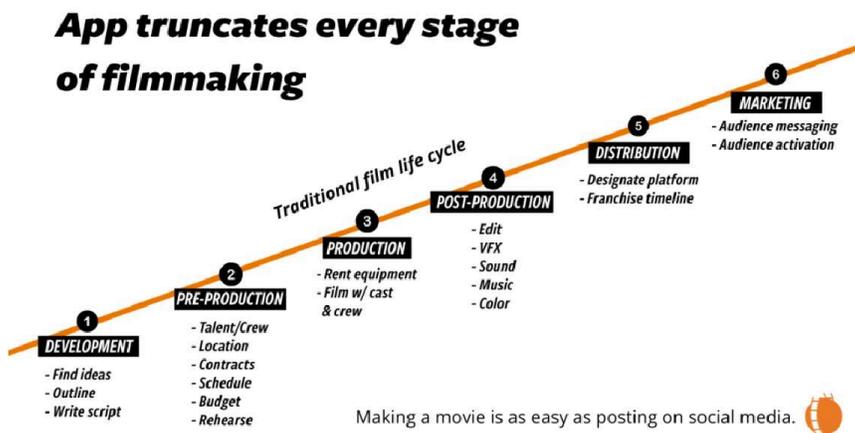
Who is ReelwUrld™ for?

ReelwUrld™ aims to be the hub for creative fandom—the biggest conductor of collective storytelling in the world. Any company or person that wants to

connect with or build an audience is within our addressable market.
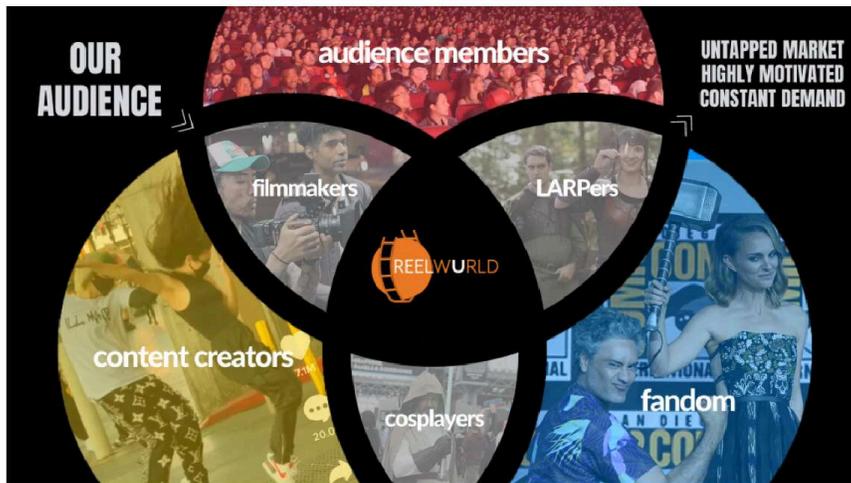
How will ReelwUrld™ change the world?

The world needs a social network that uplifts culture, not exploits it. ReelwUrld's core value is that *every* story across the world deserves to be seen and heard, and ReelwUrld™ gives the world a way to tell their stories together—fostering active compassion, personal growth, and education above all else. Authentic stories create a better world and are fun to share.

How will ReelwUrld™ make money?

ReelwUrld™ is focused on accumulating **diverse revenue streams** by offering value to both fans *and* brands. This strategy allows us to generate revenue from our services, our technology, and from the content and experiences ReelwUrld™ communities create. For example, studios will pay us to use our app for their movies and shows to offer audiences the **ultimate** form of engagement.

In-app purchases		
Events		
Merchandise		
2021	2022	2023	Beyond

YEAR OF RELEASE

This slide contains forward-looking projections that cannot be guaranteed.

Why invest?

If you like movies, shows, gaming, cosplay, LARPing, acting, writing, directing, creating with others, or just making videos from your phone, ReelwUrld™ is for you.

If you like being ahead of the curve, at the peak of a wave, on the bleeding edge of technology and culture, then ReelwUrld™ is for you.

If you want to help forge an equitable future, where story and character are wielded as tools to craft a better society, then ReelwUrld™ is for you.

All that said, you can watch the video below on how we'll be allocating the funds raised during this campaign.

CONGRATULATIONS! You made it through most of our presentation. As a BONUS, sit back, put on some retro synthwave (as you gaze upon the spoiler graphic below), and take a short journey through ReelwUrld's history.

Our History

Here's a few videos to expand your wUrld view (*See what we did there?*).

We started by looking at the entire <u>entertainment ecosystem</u> as a whole, then focused more on the <u>untapped power</u> of the audience. **We spent YEARS figuring out exactly how to make it easy for an audience member to get into a movie or show.** We did so by creating <u>screen tests</u>, experimenting with everything **from inserting people into scenes** like the one below, starring Jan's son in place of Michael Jackson...

...**to building story structures that allow for anyone to create their own scenes,** like this one made by brilliant 9-year-old **Taj Sood** (shoutout to his video game pioneer dad, Ravi) and Darby Walker of *The Voice*.

Of course, without having film studios and TV networks onboard to produce blockbusters that include content from and appearances by creative fans *(because Hollywood can be very slow to change with the times)*, half of the equation was incomplete. Since we figured out how to help anyone with a phone tell their story and insert them into a larger story, **we decided to build a shared story world - a cinematic universe - where stories can interconnect and**

characters can interact. Enter our first wUrld, *Justice For Hire*, which doubles as our first show, since we gather content from the audience which we then edit into a series.


We released this trailer for *Justice For Hire* after we won the award for Best Web Series at WarnerMedia's 2020 Urban Action Showcase...

...Then we went viral on TikTok. Here's our THANK YOU video to our new fans around the world for **over 7.5 Million views and thousands of inspiring comments** on our first episode of *JFH*.

Our entire approach to content and technology is the result of years of dedication and focus, and we've been fortunate to have great support along way. ReelwUrld™ was incubated at NYU, UCLA Andersen, and other wonderful institutions. We also spent time at one of the most active startup accelerators in the world, VentureOut, where this **documentary miniseries on ReelwUrld™** was made.
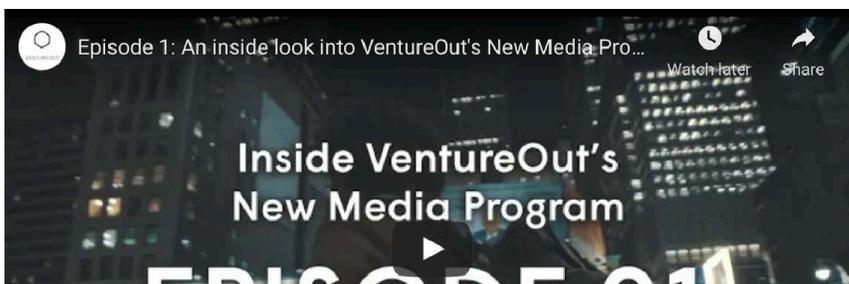
We also had our own panel at New York Comic Con's Metaverse main stage with our fancy thought leader friends and advisors Ahmed Best (*Star Wars: Jedi Temple Challenge & Episodes 1-3*), Jeff Gomez (world's leading Transmedia producer, consultant to Disney on Star Wars & Marvel), Danny Fingeroth (author of Stan Lee's biography, former editor of *Spider-Man* comics), Aaron Vanek (founder of LARP Census). The panel is co-hosted by ReelwUrld™ founder Jan Lucanus, DJ'd by global cyberpunk phenomenon Angelspit (yeah, we got a DJ for a panel), and moderated by co-founder Autumn Noel Kelly (former Newsweek journalist, Audience Development Editor for iO9 & Gizmodo).

We're all about transparency. ReelwUrld™ regularly shares company thinking and meetings on channels open to the public. This spans from our JFH Community App Tests to our Advisory Board meetings.

This is still just the beginning of our story, and it continues with you and people around the world. ReelwUrld™ is pioneering a new industry of social-filmmaking, where anyone with a phone is empowered to share their story cinematically.