

Stories You Want To Hear

American Stories Entertainment

American Stories Entertainment (ASE) is a film production company that has a simple mission: produce creative uplifting content that improves the lives of our viewers.

[Invest Now](#) \$1.50 \$500.00
Share Price Min Investment

[SEC Filings](#) [Investor Agreement](#)

This Reg CF offering is made available through PicMi Crowdfunding, LLC (d/b/a Highlander Crowdfunding). This investment is speculative, illiquid, and involves a high degree of risk, including the possible loss of your entire investment.



Opportunity

Our background in celebrity endorsements, Hollywood entertainment, and the digital and content marketing industries, makes us uniquely qualified to capitalize on heretofore unexploited opportunities and strategies to build and scale a new power-player in this arena.

Our Vision

American Stories Entertainment is tackling a widespread grievance among 150 million citizens in the United States – the desire for entertainment without preachy messages or a political slant. People want authentic inclusiveness, not divisive exclusion, and content that appeals to all. They want content for everyone!

American Stories Entertainment, with a commitment to true inclusion, instead of divisive exclusion, offers content that appeals to all. To achieve this, they have harnessed the power of the masses through the deployment of their “Showmakers”, a rapidly expanding team of individuals who actively contribute to the creation and production of their shows. By incorporating the opinions and insights of the Showmakers, American Stories has achieved the democratization of entertainment and decentralization of TV show distribution, bringing the industry closer to the people it serves.



Market Opportunity

The entertainment industry is expected to continue its strong growth in the coming years. The increasing demand for streaming services and the rise of virtual reality technology are expected to drive the market. The global entertainment and media market is projected to reach \$2.9 trillion by 2026. The growth in the industry is also attributed to the increasing use of social media platforms for promoting entertainment content and the increasing adoption of smart devices. The increasing focus on creating engaging and immersive experiences is expected to further boost the market.



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Reasons to Invest

132 Episodes Produced

Add to this our 28 acquired episodes, with more coming, and we have 160 episodes of content airing network wide. This proves our claim that we can produce high-quality content and get it being seen quickly and efficiently.

Star-Studded Talent

Major celebrities have been featured in multiple shows, adding even more excitement and appeal. Many cast members and sponsors also have significant social followings, further adding to our organic reach.

Licensed to over 20 Outlets

We're proving that we can get our shows distributed, and in record time. Most production companies take far longer to get their shows distributed to only ONE network, let alone 10 or more, not to mention fully produced.



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Investment Bonuses

Your support goes further here. We've created exclusive bonuses to reward early believers and larger commitments. Explore the perks below and see how you can qualify.

Amount Based

Tier 1

25% Bonus Shares

Invest \$1,500.00 or more and receive 25% bonus shares at checkout.

[Invest \\$1,500.00](#)

Tier 2

50% Bonus Shares

Invest \$2,500.00 or more and receive 50% bonus shares at checkout.

[Invest \\$2,500.00](#)

Tier 3

100% Bonus Shares

Invest \$5,000.00 or more and receive 100% bonus shares at checkout.

[Invest \\$5,000.00](#)

About Us

Discover who we are, how we operate, and where we're headed. In this section, you can explore the business model, traction to date, financial highlights, and meet the team behind the vision.

Q BUSINESS OVERVIEW

American Stories is a fan-focused, self-distributing, independent TV production company that specializes in capturing the essence of American culture through uplifting, inspiring unscripted shows.

Capitalizing on the tremendous demand from the underserved market of more than 200 million US entertainment viewers who live outside of the top 20 major metropolitan areas, and who feel disenfranchised by mainstream entertainment offerings, we produce and distribute premium content to serve this market.

Our goal is to shed light on the stories, lifestyles, and traditions that make up the fabric of this great nation and in so doing, deliver quality entertainment experiences these viewers will enjoy.



TRACTION & MILESTONES

1. Add to this our 28 acquired episodes, with more coming, and we have 160 episodes of content airing network wide. This proves our claim that we can produce high-quality content and get it being seen quickly and efficiently.
2. Watch time is a key metric in determining the appeal of a program. TV average watch times of below 50% are common. The fact that viewers are watching such a large percentage of our shows on average is a strong indicator of their audience appeal.
3. Major celebrities have been featured in multiple shows, adding even more excitement and appeal. Many cast members and sponsors also have significant social followings, further adding to our organic reach.
4. Over 78 Million Minutes Viewed on Live & Streaming From June 2023 – March 2025
5. Licensed to over 20 Outlets – 9 in 2025 So Far

🛒 BUSINESS MODEL

ASE revenue sources include, but are not limited to, the following:

- Product Integrations
- Show Title Sponsorships
- Show Broadcast Spots (on-demand and broadcast)
- Interstitial Ads (on-demand - multi-platform)
- Category, Show, Episode, Season Sponsorship (web, mobile and OTT platform)

BUSINESS MODEL

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- Category, Show, Episode, Season Sponsorship (web, mobile and OTT platforms)
- Network Branded Merchandise Sales
- Show Branded Merchandise Sales
- Format Licensing
- Show Licensing & Distribution
- Franchise Licensing & Distribution
- Music Licensing & Distribution of show scores



Our Team



Robert Cefall has been an innovator in the telecommunications, internet marketing and celebrity endorsement... [Read more](#)

Robert Cefall
CEO



Kevin Harrington, an original star on the hit TV show Shark Tank and inventor of the infomercial, not on... [Read more](#)

Kevin Harrington
Strategic Partner



Stephen Eckelberry, with over 35 years of experience in virtually every aspect of traditional Hollywood... [Read more](#)

Stephen Eckelberry
Senior VP Entertainment Production



Tony McKnight is a highly successful entrepreneur who has started up numerous successful companies inclu... [Read more](#)

Tony McKnight
Founder



Toli Cefall, or as she likes to call herself "Mrs. Bob", has been a marketing strategist, creative direc... [Read more](#)

Toli Cefall
Co-Founder



Linda Badorf has had a successful career in managing the finances for Quadrant Sales & Marketing, Inc.,... [Read more](#)

Linda Badorf
Treasurer and VP of Admin

Financial Snapshot

Explore key figures that highlight our financial position and growth potential.

\$1,162,849.00
Revenue

\$26,140.00
Cash in Hand

\$0.00/mo
Burn Rate

10 months
Runway

\$3,021,936.00
Assets

\$37,700.00
Debt

3
Employees

100
Customers

Disclaimer: The above financial snapshot is from 2024 financials.



Investment Details

Explore key details of our raise, including terms, valuation, and planned use of funds.

<p>Term ></p> <p>Overview of offering structure and key investment details.</p>	<h3>Terms</h3>	
<p>Valuation ></p> <p>Company value guiding investment terms and security type.</p>	<p>Security Type Equity</p>	<p>Up to \$4,999,999.50 in Class B Common Stock at \$1.50 per share with a minimum target amount of \$5,000.00.</p>
<p>Use of Proceeds ></p> <p>How the company plans to use raised funds.</p>	<p>Security Price \$1.50</p>	<p>Offering Minimum: \$5,000.00 2,000 shares of Class B Common Stock Offering Maximum: \$4,999,999.50 3,333,333 shares of Class B Common Stock</p>
<p>SEC Filings ></p> <p>Access full regulatory filings for complete offering details.</p>	<p>Min Investment \$500.00</p> <p>Raise Target \$5,000.00 - \$4,999,999.50</p>	<p>Type of Security Offered: Class B Common Stock Purchase Price of Security Offered: \$1.50 per Share Minimum Investment Amount (per investor): \$500.00 200 shares of Class B Common Stock</p> <p><i>The Minimum Individual Purchase Amount accepted under this Regulation CF Offering is \$500.00. The Company must reach its Target Offering Amount of \$5,000.00 by July 31, 2026 (the "Offering Deadline"). Unless the Company raises at least the Target Offering Amount of \$5,000 under the Regulation CF offering by the Offering Deadline, no securities will be sold in this Offering, investment commitments will be cancelled, and committed funds will be returned.</i></p>

Ask the Founders

Join the discussion! Ask American Stories Entertainment Inc.'s team any questions you have about the company or their raise.

BK What's on your mind? Ask a question...

Sign Out

No questions yet. Be the first to ask the founders!

Investor FAQs

Investment Process

- How do I create an account and start investing? ▼
- What information do I need to provide? ▼
- What payment methods are accepted? ▼
- When is my investment actually finalized? ▼
- Can I cancel my investment after I make it? ▼

Understanding the Raise

- Where can I find details about American Stories Entertainment Inc.'s financials and valuation? ▼



Where can I find details about American Stories Entertainment Inc.'s financials and valuation? ▼

What types of securities am I buying (equity, SAFE, debt, etc.)? ▼

What happens if we don't reach our minimum funding target? ▼

Where can I learn more about this raise? ▼

Risks & Returns

What are the risks of investing in early-stage opportunities? ▼

When and how could I see a return on my investment? ▼

Is my investment liquid? Can I sell my shares? ▼

After Investing

What happens to my money after the raise ends? ▼

How do I track my investment over time? ▼

Will I receive updates from American Stories Entertainment Inc. on my investment? ▼

Are there tax implications resulting from my investment? ▼

Compliance & Security

Is my personal and financial information secure? ▼

What happens if I run into an issue with my investment? ▼



Quick Links

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- Contact Us

Products

- Crowdfunding Marketplace
- Transfer Agent Services
- Cap Table Management
- InvestLink
- Special Purpose Vehicle

Risk Disclaimer

WHEN MAKING AN INVESTMENT DECISION, INVESTORS MUST RELY ON THEIR OWN EXAMINATION OF THE ISSUER AND THE TERMS OF THE OFFERING. THIS INCLUDES ANALYZING THE MERITS AND RISKS INVOLVED WITH INVESTING IN THE OFFERING. INVESTMENTS ON HIGHLANDER AI ARE SPECULATIVE, ILLIQUID, AND INVOLVE A HIGH DEGREE OF RISK. THIS RISK INCLUDES THE POSSIBLE LOSS OF YOUR ENTIRE INVESTMENT. INVESTMENTS ARE NOT INSURED BY THE FDIC, SIPC, OR ANY OTHER GOVERNMENT AGENCY AND MAY BE LONG-TERM OR NON-TRANSFERABLE.

Important Information

Unless otherwise stated, all securities-related activity is conducted by PicMii Crowdfunding (d/b/a Highlander Crowdfunding), a funding portal registered here with the U.S. Securities and Exchange Commission (SEC) and a member of the Financial Industry Regulatory Authority (FINRA). Highlander Crowdfunding is not a registered broker-dealer, and all escrow services are handled by Enterprise Bank and Trust and Luminate Bank, registered escrow agents.

Transfer agent services are provided by Highlander Fortress, LLC, a separate legal entity from Highlander Crowdfunding. Highlander Fortress does not participate in securities offerings and does not provide investment, legal, or tax advice.

Highlander Crowdfunding is compensated with an up-front fee and a percentage of funds raised in each offering. Fees vary between offerings, and investors should review the applicable Form C on each offering page for full fee disclosures.

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