

"The" College and High School Performing Arts Hub, monetizing an untapped market



Highlights

- 1 7.5 mil talented students across 25+ performing arts genres remain as an untapped market
- 2 UpStaged provides a platform for a limitless funnel of quality content & audience engagement
- 3 Global demand for competitive live and virtual content is expanding at an unprecedented rate
- 4 Viewers across the world are introduced to new styles of performance and competitive entertainment
- 5 College/high school aged content is the most diverse, scalable field of developable entertainment
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- 6 Contestants pair with a social justice charity of their choice, prize funding & promoting awareness
- 7 Opportunity for performers to expand competitively, parallel to many existing sports tournaments
- 8 Creating a longterm community that is all inclusive, diverse, and promoting charitable efforts

Our Team

-  **Stephan Hartman**
Founder/creator of the US Sports Film Festival. Past executive positions include PE banking & Law at Apollo Management, Houlihan Lokey, & Lehman Brothers. Graduate of Penn(BA), Wharton(BS), Villanova(JD), and Kellogg School of Mgmt(MBA).
-  **Victoria Duruh**
Renowned fashion/model industry talent agent, casting director & producer. Former Elite Model Management executive. Worked with celebrities & athletes. Premier branded clients incl Lancome, L'Oreal USA, Teen Vogue, Reebok, & Sports Illustrated.
-  **Ken Carangelo**
Led the growth of multiple companies to successful acquisitions, recently as COO for Legendary Applied Analytics, sold to WarnerMedia. In startups & large companies; Wolters Kluwer Financial Services. US Navy Veteran. Harvard(BA), Dartmouth(MBA).
-  **Peter May**
Int'l recognized higher edu & emerging companies' attorney/general counsel advising on partnerships, business structures, complex contracts, intellectual property matters. Extensive nonprofit board charitable service. Yale(BA), BU Law(JD).
-  **Prem Samtani**
Specializes in Asian capital markets at leading financial firms incl Richardson Greenshields, Crosby Securities, Sofaer Capital & Morgan Stanley. Past Canada Pension Plan Investment Board Senior Portfolio Manager. Angel investor to wide portfolio.
-  **Howard Kra**
Past Wall Street advisor focused on startups. Building successful companies from initial seeding through successful IPO's incl Honest Tea (purchased by Coca-Cola), Streamline (acquired by PepsiCo), Advanced Communications Group, & US Delivery.

Pitch



What it Told You That

- 480,000 NCAA Athletes
- On 15,000 Teams in 20 Sports
- Generate \$14+ Billion in Revenue

And Then Shared That

- 7.5M Student Performers
- 300K+ Groups/Teams
- 30+ Fragmented Performing Genres
- Remain a Remarkably Unmonetized Whitespace

We Have Created the First National Competition League for Performing Artists

- 7.5M+ Student Performers
- 5.3K+ Colleges & Universities
- 24K+ High Schools

We combined the thrill of March Madness with Pitch Perfect to create a national bracketed performing arts championships.

We have successfully launched performing arts competitions across the nation

- 2018: A Very Quaker Holiday
- 2019: Step and the City
- 2019: Step and the City
- 2020: Camp Madness
- 2020/21: Upstaged: AID

Building the Trademarked UpStaged Brands

NCPA COLLEGE DJ CHAMPIONSHIPS

- Winter 2021 College Step
- Spring 2021 College Bollywood Dancing
- 2022 High School A Cappella
- Fall 2021 College DJ
- Fall 2021 College A Cappella

And we're just getting started. We're launching new competitions and leagues across the nation in the next 18 months.

We are the category defining league for student performing artists

We are expanding our coverage to include 35+ student performing arts genres

A CAPPELLA	CHORAL	DANCE	INSTRUMENTAL	THEATRICAL
General Christian Jewish Indian (SE Asian) African Asian Latin	General Gospel Barbershop Boy Bands Christmas Disney Operatic	Step Bollywood Ballroom Jazz Contemporary Latin Modern	Drum Marching Band Steel Drum Cello Percussion Band String Bands	Comedy Improvisation Talent Debate Spoken Word Theatre

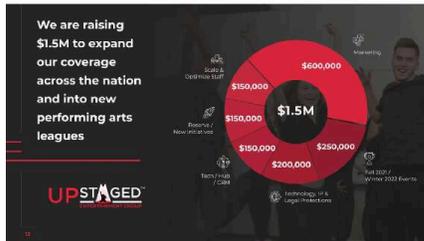
Upstaged is more than competitions. We are the hub for all student performing arts

We are creating the ecosystem for student performing artists to be recognized by passionate fans.

- COLLEGES & UNIVERSITIES
- STUDENT PERFORMERS
- INDUSTRY PROFESSIONALS
- CONTENT PROVIDERS
- HIGH SCHOOLS
- MEDIA



*The above slide contains forward looking projections that are not guaranteed.



*A max of \$1.07M to be raised through Wefunder



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We have the team, platform, and distribution network to create an entirely new category of entertainment

<p>Remarkable Whitespace Opportunity in Student Performing Arts</p> <p>73.1M student performers in 1,000+ groups, completely underserved</p> <p>Completed 100+ TV/CAL shows in 2022 from growing IP base</p> <p>Executing With All-Star Team Credentialed Beyond Typical Startup</p> <p>Top exec talent from premier TV, film, theater, music & live management, film management, executive & worked with theater on stage, theater, business and film's events</p>	<p>UpStaged Seizing Opportunity Through In-Progress Strategic Plan</p> <p>UpStaged building, testing, measuring, optimizing our client performer industry "U.S.T."</p> <p>Leveraging top entertainment, education, media, and talent industry networks & expertise</p> <p>Strategically Aligned Interests Between UpStaged and Investors</p> <p>Proven, verified management team from top industry company since 2018</p> <p>25+ all-thrivers' (social, family, friends, & industry) colleagues with contacts \$10M-\$100M</p>
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UPSTAGED™
ENTERTAINMENT GROUP

THANK YOU

Join Us in Supporting the Empowerment of Student Performing Artists