

# “March Madness meets Pitch Perfect!” Empowering College/HS Performers



upstagedu.com New York NY

Entertainment Events Social Theater Art

OVERVIEW DETAILS UPDATES WHAT PEOPLE SAY 6 ASK A QUESTION

## Highlights

- 1 FIRST & ONLY Performing Arts Hub dedicated to 7.5M college/HS performers similar to 480K NCAA athletes generating \$14+B
- 2 500,000 performing groups in more than 25 genres, including theater, a cappella, DJ, gospel, step and comedy
- 3 Proven monetization plan in place across live/virtual events, sponsorship, uniforms, NIL & IMDb/LinkedIn-type community
- 4 Valuable OWNED trademark: UpStaged, National Collegiate Performing Arts (NCPA) TM & National High School Performing Arts
- 5 Most similar business: Varsity Spirit Cheer, sold to Bain for \$750M, and only one performing genre, compared to our 25+
- 6 Wall Street exec CEO conceived and built acclaimed U. S. Sports Film Festival and entertainment & education businesses
- 7 Executive team from Disney, Nike, Elite Models, Starbucks, Marvel, McKinsey and more
- 8 25 savvy entertainment, media and Wall Street investors, including Lead Investor CEO builder of the Marvel Experience

LAST CHANCE

CLOSING ON APR 30 @ 11PM EST

**01** **07** **30** **22**  
DAY HOUR MIN SEC

EARLY BIRD TERMS: \$215,856 LEFT

**\$34,144**

INVEST  
min \$100

**INVEST**

WATCH FOR UPDATES

## Our Team



**Stephan Hartman** Founder, Chairman & CEO

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 Management (MBA).

We are passionate about three things: performing arts, sports and building things. When we can combine all three, we are the most happy. In particular, we care about empowering our nation's, and ultimately our world's, dynamic student performers to be able to compete like athletes, and to get the glory and satisfaction that student athletes get.



**Victoria O Duruh** Founder and Chief Talent Officer

Renowned fashion/model industry talent agent, casting director & producer. Former Elite Model Management director. Worked with celebrities & athletes. Premier branded clients incl Lancome Int., L'Oreal USA, Teen Vogue, Reebok & Sports Illustrated.

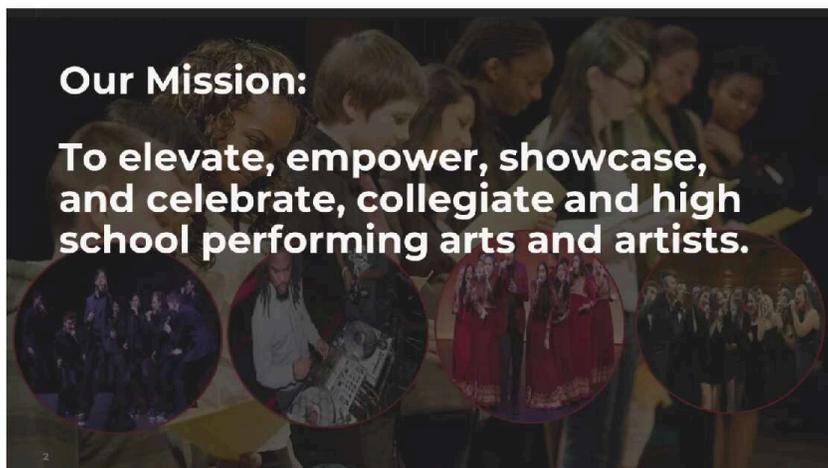


**Peter May** Founder and Lead Counsel

Internationally recognized higher-ed & 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).

[SEE MORE](#)

## Why UpStaged Entertainment?



High school and college performers in the U.S. are a large, visible group. The force of presence, cultural value, and overall clout that these performing artists generate for their institutions is priceless. Yet their contributions remain unmonetized, representing an exciting opportunity for investment in an ever-expanding, and proven, collegiate and high school competitive performing arts business model.

**The Challenge:**

- Collegiate and HS performing arts is undervalued.
- Collegiate and HS performing artists are denied the same spotlight and competitive opportunities to earn as student athletes.

480,000 NCAA athletes on 30,000 teams 

Generate \$14 billion in revenue  annually

 But 7.5 million student performers, in 300,000 groups across 25+ genres, remain overlooked and unmonetized.

5

**How do we do this?**

By organizing a fragmented collegiate and high school universe of art and artists into:

**7.5+M + 300K + 25+ =**

College and HS student performers in... Groups from... Fragmented performing genres...

**1 National Performing Arts Community**

3

Now, thanks to Upstaged, these previously fragmented student performing artists, and their genres, are now members of a National Performing Arts Community.



Supported and monetized, with our help, by an ever-expanding platform for entertainment showcase, spotlight, and national competition.

6

Most student performers hone their skills and provide entertainment to the masses for free, because of a

simple love for their craft. But if 480,000 NCAA athletes can sustain a \$14 BILLION college athletics industry, why can't the same competitive spirit and spectacle sustain an even LARGER group of talented student performers? UpStaged events are expanding annually across college campuses and world-class venues!



We have successfully launched performing arts competitions across the nation

2018 CARNEGIE HALL	2019 LINCOLN CENTER	2019/2020 LINCOLN CENTER	2020/2021 VIRTUAL	2020/2021 VIRTUAL	2021/2022 VIRTUAL
A Very Quaker Holiday NCPA University of Pennsylvania Performing Arts Night	Step and the City NHSPA (High School) Step Championships	Step and the City NCPA (College) Step Championships	Camp Madness NSCPA Camp vs. Camp Championships	UpStagedAID NCPA A Cappella Championships	UpStaged DJ NCPA DJ Championships

**Building the Trademarked UpStaged Brands**

NATIONAL COLLEGIATE PERFORMING ARTS (NCPA)<sup>TM</sup>  
 NATIONAL HIGH SCHOOL PERFORMING ARTS (NHSPA)<sup>TM</sup>  
 NATIONAL SUMMER CAMP PERFORMING ARTS (NSCPA)<sup>TM</sup>

With the continued expansion of our UpStaged trademarked brands, we are creating new and exciting opportunities for students across the nation, to perform in brand-new, high-value, high-visibility, talent competitions and showcases. These events are attracting thousands of performers and spectators alike – and generating an unprecedented opportunity to capitalize.

**ART**

We are the category defining hub for student performing artists

- We are expanding our coverage to include more than 25 student performing arts genres, including:

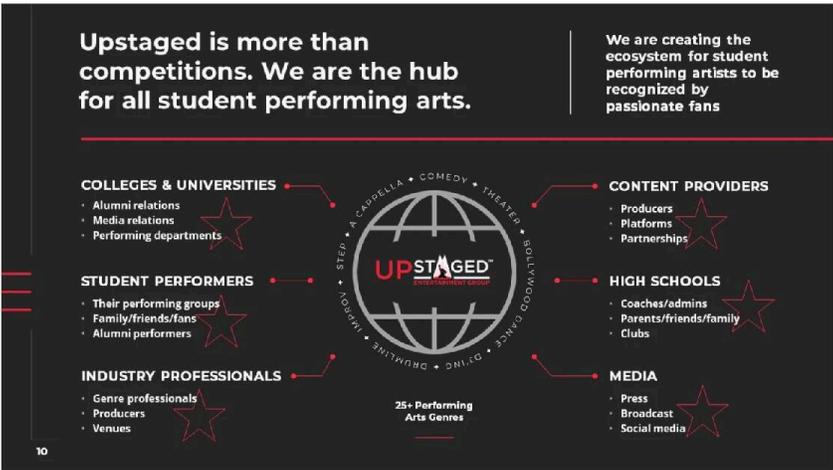
A CAPPELLA	CHORAL	DANCE	INSTRUMENTAL	THEATRICAL
General Christian Jewish Indian (SE Asian) African Asian	General Gospel Barbershop Boy Bands Christian DooWop	Step Bollywood Ballet Ballroom Jazz Latin	DJ'ing Marching Band Concert Band Jazz Ensembles Orchestra Percussion Band	Comedy Improv Modeling TikTok Debate SpokenWord

400K student athletes, on 15K teams, generate a \$14B college athletics industry. If this seems like a lot, it pales in comparison to the potential of the performing arts. Imagine what 7.5 million student performers in 300K groups across 25+ genres could generate in revenue, if only given the chance.

**Building the Ecosystem to Connect Artists with Opportunity**



UpStaged is building an enormous, experiential marketing platform in the collegiate and high school performing arts space. We're launching a business ecosystem that integrates the goals and objectives of corporate sponsors and philanthropic funders with those of the student performers, industry professionals, content platforms, schools and the media, to come together in fruitful collaboration.



UpStaged has established a multi-stream revenue model with event registration fees, ticket sales, national broadcasting, apparel, advertising, sponsorship, and in the future, a nonprofit arm to leverage philanthropic fundraising opportunities and more.

**As our audience and ecosystem grows, we will introduce new high-margin revenue streams**

REVENUES GENERATED	REVENUES IN PROCESS	REVENUES IN PLANNING <small>Next 12 Months</small>	FUTURE POTENTIAL REVENUES <small>Next 24 Months</small>
<p><b>Team Event Registration Fees</b></p> <ul style="list-style-type: none"> <li>\$250-\$1,000 per team on average</li> </ul>	<p><b>National Broadcast</b></p> <ul style="list-style-type: none"> <li>Similar to Cheer's ESPN contract</li> </ul>	<p><b>Performance Hub</b></p> <ul style="list-style-type: none"> <li>Student performer-produced content</li> </ul>	<p><b>Annual Student Performing Arts Festival</b></p> <ul style="list-style-type: none"> <li>Sundance / SXSW of student performing arts events</li> </ul>

<b>Event Ticket Sales</b> <ul style="list-style-type: none"> <li>Comps generate more than \$250,000 per event</li> </ul>	<b>UpStaged Brand Clothing Sales</b> <ul style="list-style-type: none"> <li>Partnered with Cheer clothing manufacturer</li> </ul>	<b>Proprietary Content Sales</b> <ul style="list-style-type: none"> <li>Licensing Stage event content/film</li> </ul>	<b>College Performer Recruiting Platform</b> <ul style="list-style-type: none"> <li>Similar to college sports recruiting platforms</li> </ul>
<b>Pay-for-Service</b> <ul style="list-style-type: none"> <li>Initial \$10,000 to license camp competition</li> </ul>	<b>Sponsorship/Advertising</b> <ul style="list-style-type: none"> <li>In process with Fortune 500 sponsors</li> </ul>	<b>Data Monetization</b> <ul style="list-style-type: none"> <li>IMDb of student performing arts</li> </ul>	<b>Crowdfunding Platform</b> <ul style="list-style-type: none"> <li>Like Kickstarter for student performers</li> </ul>

UpStaged has a dynamic team with years of experience in entertainment, finance and delivering supreme shareholder value. We have an intimate understanding of the entertainment industry and how to best leverage it to deliver maximum value to our student performers and investors alike.

**We'd Talk About Our Competition... If We Had Any**



As the world's first and only company to recognize and monetize student performing arts, we have an unrivaled opportunity to attract, grow and retain audiences who won't find our content elsewhere. And we're keeping a close eye on the second act. Similar companies, with a smaller scope than UpStaged, have exited at stunning valuations.

**Mergers & Acquisition markets are highly active for competition leagues and content platforms**

			
<b>UPSTAGED COMPETITION NCAA-LIKE UMBRELLA</b>	<b>UPSTAGED PROPRIETARY CONTENT NETWORK</b>	<b>UPSTAGED DATA &amp; STUDENT PERFORMER PLATFORM</b>	<b>UPSTAGED FAN DEVELOPMENT ECOSYSTEM</b>
Similar to Varsity Spirit College/HS Cheer Sold to Bain Capital for \$750 million	Similar to Active Network Sold to Vista Equity Partners for \$1.1 billion	College/HS version of IMDb Sold to Amazon for \$55 million, valued at \$3.2 billion	Performing arts version of Overtime Raised \$122 million to date with a current valuation of \$250+ million

**BUILDING KEY ASSETS**

- Data capture from competitors and fan voters
- Grassroots connection to thousands of college/HS directors

**Creating Value for Performers and Investors Alike**



Just like athletics, performing arts take skill, dedication and practice to reach a high level worthy of competition. UpStaged Entertainment is poised to be the world's first company devoted to raising the profile of student performing artists while giving our investors the opportunity to profit.

# We are bringing together talent, fans, technology and commerce to power our ecosystem

*Of the Performers...*  
**BUILD CONTENT SLATE**

- Dynamic live/virtual events
- "Performer's Tribune" student content
- Historical student events catalog archive

*By the Performers...*  
**ESTABLISH PLATFORM HUB**

- Aggregate community across stakeholders
- Capture critical stakeholder data
- "Own" proprietary content

*For the Performers...*  
**LEVERAGE PLATFORM TO MONETIZE**

- Leverage CRM/platform asset
- Bring live events to global audience
- Recognize the stars who go unseen

1  
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Expert Investors are Betting on the Entertainment Industry



Forbes Magazine (Dec. 2020) says, "Market analysts seeking value where stronger productivity, higher revenues and historic innovations are virtually guaranteed, need look no further than the entertainment industry...which is poised for a healthy, robust and truly massive and transformative surge."

“

*I've invested in, advised, and/or operated dozens of companies while vetting hundreds more, and the more I learned about UpStaged, the more I thought, 'I can't believe no one has ever done this!' ”*

**Doug Schaer**

Chief advisor, Baron Davis Enterprises  
Board member, Hero Ventures  
Co-founder, The Marvel Experience  
UpStaged strategic advisor and investor

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Today: Performance Competitions.  
Tomorrow: National Broadcasts  
and Beyond



With a dedicated team, we've put everything in place for exponential growth in the coming months. Our proprietary performance ecosystem is designed to powerfully bring together talent, fans, technology and commerce to create massive opportunities for performers and investors alike.

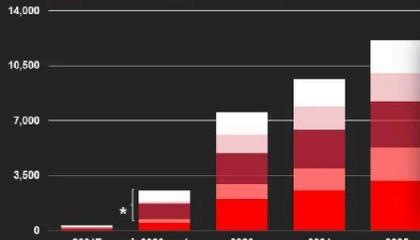
We have everything in place for exponential revenue growth

- Cash-positive by Q3 2023
- Tangible assets \$50,000

# beginning in the coming months

• IP assets \$500,000

LIVE EVENTS DIGITAL EVENTS CONTENT DATA HUB LICENSING / APPAREL



\* 2022 estimated projection based on Post-WeFunder investments

# INVEST IN UPSTAGED™ ENTERTAINMENT GROUP

Join Us in Empowering Student Performing Artists