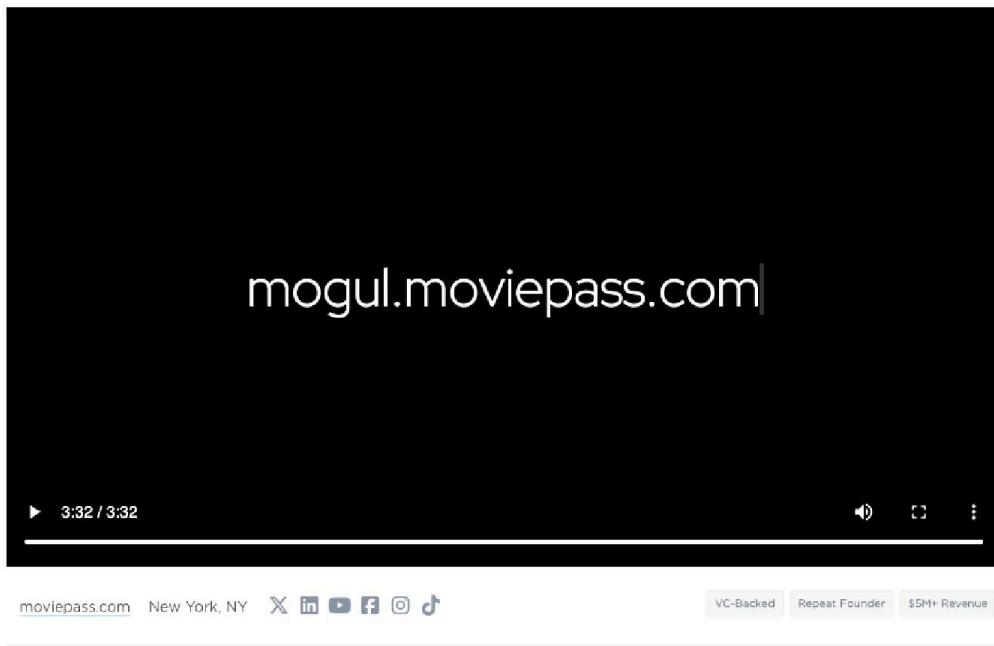


INVEST IN MOVIEPASS

**Bringing movie people closer to the movies  
they love**



## Highlights



- 1 Original Co-Founder Stacy Spikes bought MoviePass back from private equity ownership
- 2 Epic turnaround story featured in the HBO Original documentary produced by Mark Wahlberg
- 3 \$14M in annual recurring revenue and 2.8M movie visits booked since relaunch
- 4 630,000+ waitlist for Mogul by MoviePass - the first prediction market for film & entertainment
- 5 Backed by top VCs including Lightship Capital, Harlem Capital, Wavemaker and more
- 6 Featured in Vanity Fair, Rolling Stone, Hollywood Reporter, TIME, and the New York Times
- 7 First-mover where movies meet fantasy sports, gaming, & prediction markets
- 8 Giving movie lovers a real stake in the future of entertainment

## Featured Investors



Sui Foundation

Follow

Invested \$2,999,996 ⓘ

The Sui Foundation accelerates global adoption of the Sui blockchain through grants, investments, and community programs, fueling innovation and onboarding the next billion Web3 users.  
[sui.io](https://sui.io)

**Evan Chang, Founder & CEO**

"With Mogul, MoviePass isn't just gamifying Hollywood, they're unlocking a new category of on-chain consumer experiences pushing boundaries of what's possible in fan engagement."



Animoca Brands

Follow

Invested \$2,499,999 ⓘ

Animoca Brands is a global leader in digital entertainment and blockchain, driving Web3 adoption through gaming, NFTs, and the metaverse. The company backs 400+ projects shaping the open digital economy.  
[animocabrands.com](https://animocabrands.com)

**Yat Siu, Executive Chairman + Cofounder**

"MoviePass has a strong vision for technology in the field of entertainment and our investment demonstrates our commitment to maximizing the value that MoviePass can deliver across the film industry. With its initiatives to increase traffic to theaters, engage audiences with enhanced cinematic experiences, connect studios and their franchise characters to movie fans, and make financing more accessible to aspiring filmmakers, we believe that MoviePass will help to define the future of cinema."



Lightship Capital

Syndicate Lead

Follow

Invested \$1,000,000 ⓘ

Lightship Capital invests in remarkable businesses led by FOC (Founders of Color), LGBTQ+, Women & Innovators with Disabilities. By supporting our founders and their teams with the resources every startup needs to thrive, Lightship empowers, uplifts and catalyzes wealth building for ecosystems typically excluded from economic advancement opportunity.  
[lightship.capital](https://lightship.capital)

**Brian Bracken, Managing Partner**

"Lightship invested in MoviePass because we believe in the transformative leadership of Stacy Spikes and his ability to rebuild one of the most recognized brands in entertainment with integrity, innovation, and a sustainable model. MoviePass sits at the intersection of fintech and media, using technology to democratize access to theatrical experiences while creating new revenue pathways through AI-driven personalization, data monetization, and strategic partnerships with players like Comcast, Mastercard, and Harlem Capital. The company's resurgence reflects the power of resilience and smart reinvention — proof that past lessons, when coupled with visionary leadership, can birth a more scalable and profitable enterprise. We love that MoviePass is more than a subscription service; it's a cultural comeback story and a platform for inclusion and innovation in the entertainment industry. For Lightship, this investment isn't just about financial upside — it's about helping a proven founder reshape how the world experiences cinema, responsibly and sustainably."



Other investors include [Kelly Ventures](#), [Harlem Capital](#), [Canaan Partners](#), [Reitler](#), [Wavemaker Ventures](#), [Front Row Ventures](#)

## Our Team

**Stacy Spikes** Chief Executive Officer & Co-founder

Award-winning innovator. Original MoviePass Co-founder & CEO, expanding to 1.5M users. Featured in Mark Wahlberg's hit HBO Original doc. Executive at Motown Records, Sony Music, and Miramax. Urbanworld Film Festival Founder. TED AI speaker & author.

**Gretchen McCourt** Chief Operating Officer

Seasoned entertainment executive. Former CCO & EVP at Pacific Theatres. Grew ArcLight to \$200M+ revenue. Ex-National Head Film Buyer at AMC. Co-founder & CEO of Women in Entertainment. TEDx speaker.

**Linling Tao** Head of Finance & Operations

Financial strategist and operator. Former VP Product & Marketing at InsideHook. Former MD of the 14th Factory with Simon Birch, showing 20 artists in 14 exhibits, featured in NPR and LA Times. University of Pennsylvania BA & the Wharton School BS.

**Luigi Aldon** Head of Marketing

Storytelling & brand creative. Led growth at lululemon and ClassPass scaling tech, consumer, wellness, and luxury retail. Co-founder and former Head of Brand & Community at Smudge Wellness, drove 2B social impressions/annum and cut 60% acquisition costs.

**Matt Zurcher** Head of Customer Experience

Customer growth expert. Former SVP at Angi, managing \$95M P&L. Scaled HomeAdvisor team from 30 to 1600+ people. Former U.S. Navy officer & Gabby Krause Foundation CO board president. Swarthmore BA & Villanova MBA.

**Ryan McManus** VP of Product

Product and engineering visionary. Original MoviePass team member; grew customer base from 20k users to 3M in 6 months. 2x founder. Co-founder of VUniverse; SXSW Innovation Award finalist in 2020. Syracuse BA.

**Josh Nielson** Head of Data

Data architect. Former software developer at Medici Ventures (Overstock) + QA engineer at Instructure. Independent crypto investor. University of Utah BS & Western Governors University MS.

## Why MoviePass?



MoviePass was built for movie people — bold dreamers who live for the story.

We turned Hollywood upside down with the first subscription to watch any movie, anytime, anywhere. Millions joined, and together we built a cultural phenomenon.

To those who have been with us from the start — thank you. Together we made moviegoing more accessible and 60% of theaters now offer a MoviePass-style subscription.

For those just tuning in — catch up on the full story of our rise, fall, and redemption in the [HBO Original documentary MoviePass, MovieCrash](#) produced by Mark Wahlberg.

Through it all, our mission has always been to empower and inspire movie lovers through technology and innovation.

We changed the industry once, and successfully brought back our leading movie subscription platform. Now, we're keeping our core and expanding our universe to disrupt the industry again. Our next product line Mogul lets movie people speculate, predict, and play in the business of film.

And this time, you're invited to own a piece of our story and future from the start.

## MoviePass is setting the stage for the next wave of fan engagement.

The MoviePass subscription continues to thrive, getting more people into theaters nationwide. Since relaunching in 2023, we've gone from \$0 to \$14M in annual recurring revenue and have powered 2.8 million movie trips.



And while nothing beats the magic of the big screen, we realized we also have an incredible opportunity to bring fans together online and create an active global community connected by a shared love of cinema.

Through Mogul, we're building a fan-powered entertainment platform and bringing the mechanics of fantasy sports to Hollywood.



630,000 movie fans are already waiting to play. Top-tier investors, including Harlem Capital, Sui Foundation, and Lightship Capital, have backed our \$9M Series A.

## \$101B entertainment industry has no prediction market for its

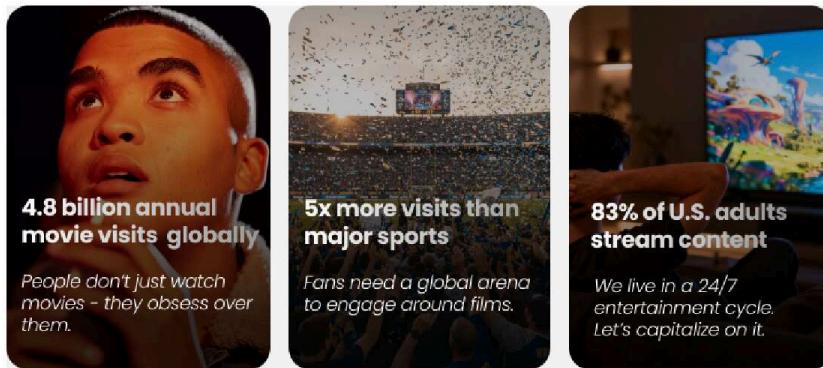
# biggest fans.

We go to movies because of our connection to stories. These stories don't just entertain us, they shape culture, and our passion extends beyond the theatres.

Movie people are constantly calling box office winners, debating award upsets, and gossiping about casting rumors. Yet only a handful of corporations control the narrative in Hollywood, leaving movie fans on the sidelines.

Meanwhile, sports fans have participated with their own fantasy leagues for years. Entire industries have emerged to channel fan energy into engagement. Take FanDuel and DraftKings, two hypergrowth companies that helped create a \$32 billion daily fantasy sports industry.

Now, prediction markets are the next hyper-growth segment with platforms like Kalshi and Polymarket attracting millions of users with interests across music, politics, and sports. In September alone, Kalshi saw \$2.5 billion of sports contracts traded when the NFL season kicked off.



Imagine if there were a similar platform for Hollywood. The live event is the theatre, and the team is limitless – directors, actors, producers, and so much more. There is no off-season - it's always on.

Technology has the power to liberate storytelling from the select few and bring it back to the hands of the people. The opportunity to connect movie people in a digital arena is MASSIVE.

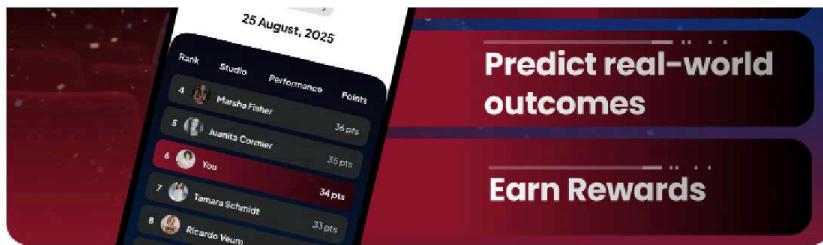
## Mogul gives movie lovers a real stake in the future of entertainment.

If MoviePass changed the way we go to the movies, Mogul is changing the way we interact with entertainment on a global scale.

We're building the central hub to unite and activate one of the world's largest and most passionate audiences to participate, to vote, to predict, to be part of the story.

Mogul leverages fantasy league and prediction market principles. We're giving fans the ability to draft their dream studio and predict real-world outcomes – box office results, award nominations, critic reviews, and sentiment scores.





Players compete head-to-head or solo, turning movie knowledge and instinct into measurable success and rewards.

Powered by the blockchain technology of SUI, Mogul expands MoviePass into a transparent, global entertainment economy that operates across currencies and borders and transacts in real time.

“Mogul is the culmination of our long-term Web3 strategy. Inspired by fantasy sports, we’ve built a new kind of competitive entertainment experience. But the bigger vision is even more exciting—activating a new generation of fans who aren’t just watching movies but influencing the culture and economy around them.”



**Stacy Spikes**

Co-Founder & CEO of MoviePass

## 200+ press mentions since our Mogul launch announcement.

When we first announced Mogul on a global stage last May, we saw more international press coverage than ever before in the history of our company.

Top outlets are sharing our comeback story and recognizing Mogul as the next big disruption in Hollywood.



# A team of industry vets taking Mogul to a global stage.

Stacy Spikes is the original co-founder of MoviePass, one of the most talked-about subscription platforms. When outside ownership pushed him out and drove the company to collapse, Stacy refused to let it die. He bought MoviePass back, rebuilt it, and assembled an impressive executive team to drive future success.

## Leadership Team



**Stacy Spikes**  
CEO & Founder



**Gretchen McCourt**  
Chief Operating Officer



**Linling Tao**  
Head of Finance & Ops



**Luigi Aldon**  
Head of Marketing



**Matt Zurcher**  
Head of CX



**Josh Neilson**  
Head of Data



**Ryan McManus**  
VP of Product



Today, MoviePass includes members of the original team alongside company building experts from AMC, ClassPass, and UBS. Together, we're reinventing how movie fans engage with Hollywood.

We're backed by some of the sharpest minds bridging Web2 and Web3 — Harlem Capital, Animoca Brands, and the Sui Foundation.

"MoviePass will be able to bring Sui's capabilities to your everyday cinema lover. It's an experience that will connect

with everyone on a human level.



**Gap Kim**

Head of Marketing, Sui Foundation

## Backed by...



Harlem Capital



Sui Foundation



Animoca  
Brands



Canaan

LIGHTSHIP CAPITAL

... with \$9M Raised in Series A

## Capturing a massive, untapped market within Prediction Markets.

MoviePass's fan-powered entertainment platform sits at the intersection of four booming industries: movies & entertainment, fantasy sports, online gaming, and prediction markets.



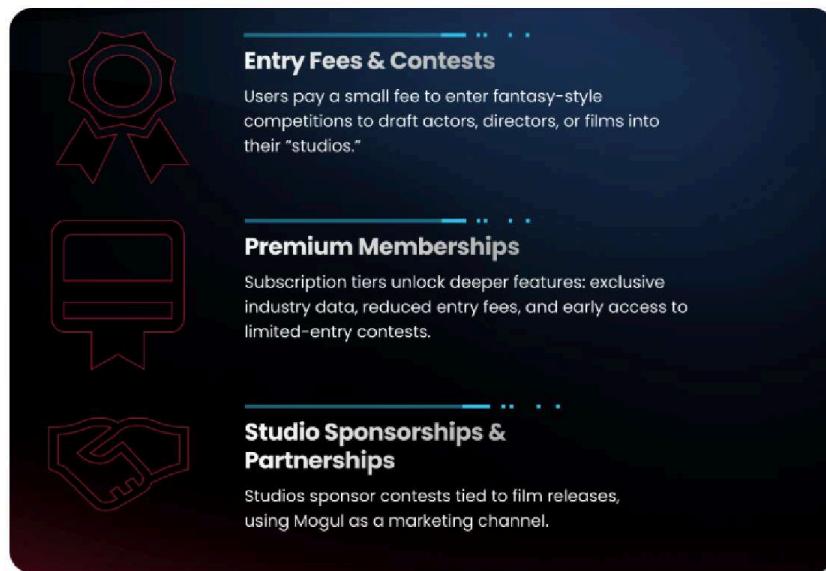
The fantasy sports industry has already validated how prediction-driven fan engagement can unlock billions in recurring revenue. Prediction markets are exploding, with Polymarket surpassing \$9B in trading volume in 2024, proving a global appetite for event-based speculation.

Mogul, powered by the cultural force of MoviePass, is the first-mover in gamifying Hollywood. By tapping into the MoviePass ecosystem with 3.8M+ fans, Mogul is in a prime position to capture outsized market share as a first-to-market mover.

We're not a gambling platform and instead operate under the proven Daily

Fantasy Sports model, rewarding users for their knowledge, insight, and mastery of the entertainment industry.

## A proven model rebuilt for the entertainment audience.



**Entry Fees & Contests**  
Users pay a small fee to enter fantasy-style competitions to draft actors, directors, or films into their "studios."

**Premium Memberships**  
Subscription tiers unlock deeper features: exclusive industry data, reduced entry fees, and early access to limited-entry contests.

**Studio Sponsorships & Partnerships**  
Studios sponsor contests tied to film releases, using Mogul as a marketing channel.

Our subscription business will continue to anchor recurring revenue, while Mogul adds a high-margin digital layer. Mogul will monetize engagement through prediction contests, premium memberships, and entertainment data insights.

Today, Mogul is free to play. We'll then evolve into subscription tiers, before launching into tokenized predictive contracts.

Tokenized contracts will enable ownership, create investable liquidity pools, and solidify long-term network value across the Mogul ecosystem.

As we grow our global fan base through direct to consumer sales, we're setting the stage for what comes next: turning prediction market behavior into data intelligence that drives partnerships, insights, and entirely new revenue streams.

## Launching to 3.8M movie lovers, nation-wide and globally.



**Roadmap of the Entertainment Marketplace**

**U.S. Launch**  
CFTC-regulated exchange  
Mogul Launch

**Real-Money Markets**  
Introduce predictive markets

**Global Expansion**  
Integrate studios, and partnerships  
Integrate stablecoin developments

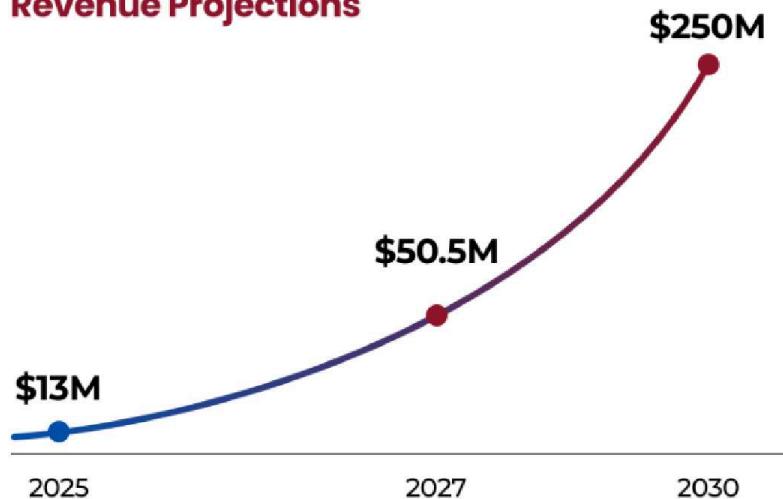
**Self-Sustaining Economy**  
Fan predictions, data, and rewards

Within the first year of launch, the platform is projected to engage 500K active users, which in comparison, represents about 2% of FanDuel's existing user base. These early adopters will fuel growth, user feedback, and iterative advancements to hit our north star goal.

Within 3 years, we expect to reach 5 million players worldwide, advancing on our flywheel business approach.

## Scaling a new kind of entertainment economy.

### Revenue Projections



*Forward looking projections not guaranteed.*

Mogul builds upon MoviePass's leading subscription product to create a highly engaged fan economy and diversifies our revenue streams. MoviePass members average 1.7 theater visits per month, while Mogul breaks beyond the box office — giving fans multiple ways to connect digitally every week.

As fan activity deepens, so does value creation. Our forecasts estimate \$150 ARPU to start, and we expect that to increase close to the \$200-500 ARPU fantasy sport industry average as real-money speculation grows on the platform. This estimate includes all revenue streams: entry fees, premium subscriptions, and transaction fees.

### Growth Revenue Drivers



Rewards & Community Growth

Daily Fan Speculations

Global Participation

Blockchain Technology

moviepass



MOGUL  
by moviepass

#### Revenue

1x per user per month



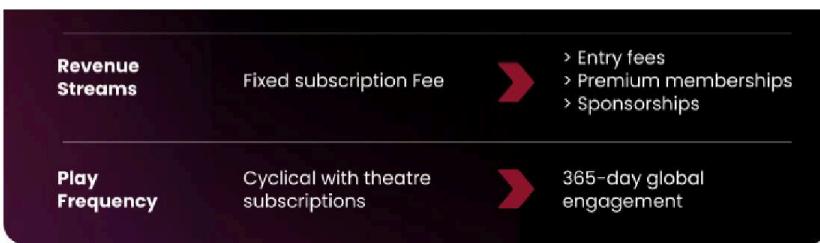
15x per user per month

#### Variable Spend

\$10-\$40 per user per month



Scales with platform activity



**MoviePass has the potential for a multi-billion dollar exit.**



Mogul has multiple clear paths to a blockbuster exit:

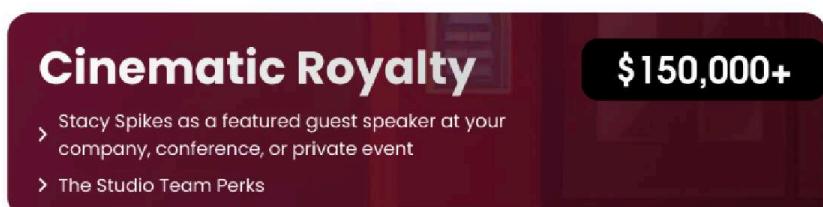
**IPO Path – The DraftKings Route:** Scale to millions of active users, own the film speculation category, and monetize through contests, premium tiers, sponsorships, and data licensing. With recurring revenue locked in, Mogul can chart a direct route to the public markets.

**Strategic Acquisition – The FanDuel Route:** Gaming giants like Flutter, which acquired FanDuel through multiple transactions, MGM, or Caesars are eager to expand beyond sports into entertainment. Mogul offers a natural adjacency with global reach and a passionate user base.

**Media & Entertainment M&A:** Streaming platforms and studios like Netflix, Amazon, Disney, need new ways to engage fans beyond passive viewing. Mogul is the engagement engine they don't yet have.

*Forward looking statements not guaranteed.*

**Invest in MoviePass. Power the next entertainment revolution.**



- › Invitation to Urbanworld 2026 as a VIP guest
- › Mogul's Table Perks

## Mogul's Table

\$5,000+

- › Free autographed copy of Black Founder: The Hidden Power of Being an Outsider
- › Red Carpet Circle Perks

## VIP Team

\$2,500+

- › Limited edition MoviePass hoodie
- › Red Carpet Circle Perks

## Red Carpet Circle

\$1,000+

- › Limited edition MoviePass t-shirt
- › Insider Perks

## Insider

\$500+

- › Founding Member Mogul in-game badge unlocking future rewards
- › OG Fan Perks

## OG Fan

\$250+

- › Digital "Founding Investor" badge inside MoviePass + Mogul app

**Movie Lovers. Creators. Investors.  
Let's revolutionize entertainment  
together.**

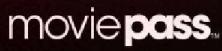
MoviePass and Mogul are transforming how people experience cinema, box office, and cultural storytelling on a global scale.

We're raising on Wefunder because MoviePass has always been about the fans. Now, for the first time, you can own a piece of the next entertainment revolution – right as it begins.

Together, we're building a movement that turns movie lovers into Hollywood stakeholders.

By investing in this round, you'll join visionary backers like Harlem Capital, Animoca Brands, and Sui Foundation as we activate fans and build the prediction market for entertainment.

Join us in building a cultural home for movie lovers everywhere.

 moviepass<sup>TM</sup>

**The future of  
entertainment is here.**

