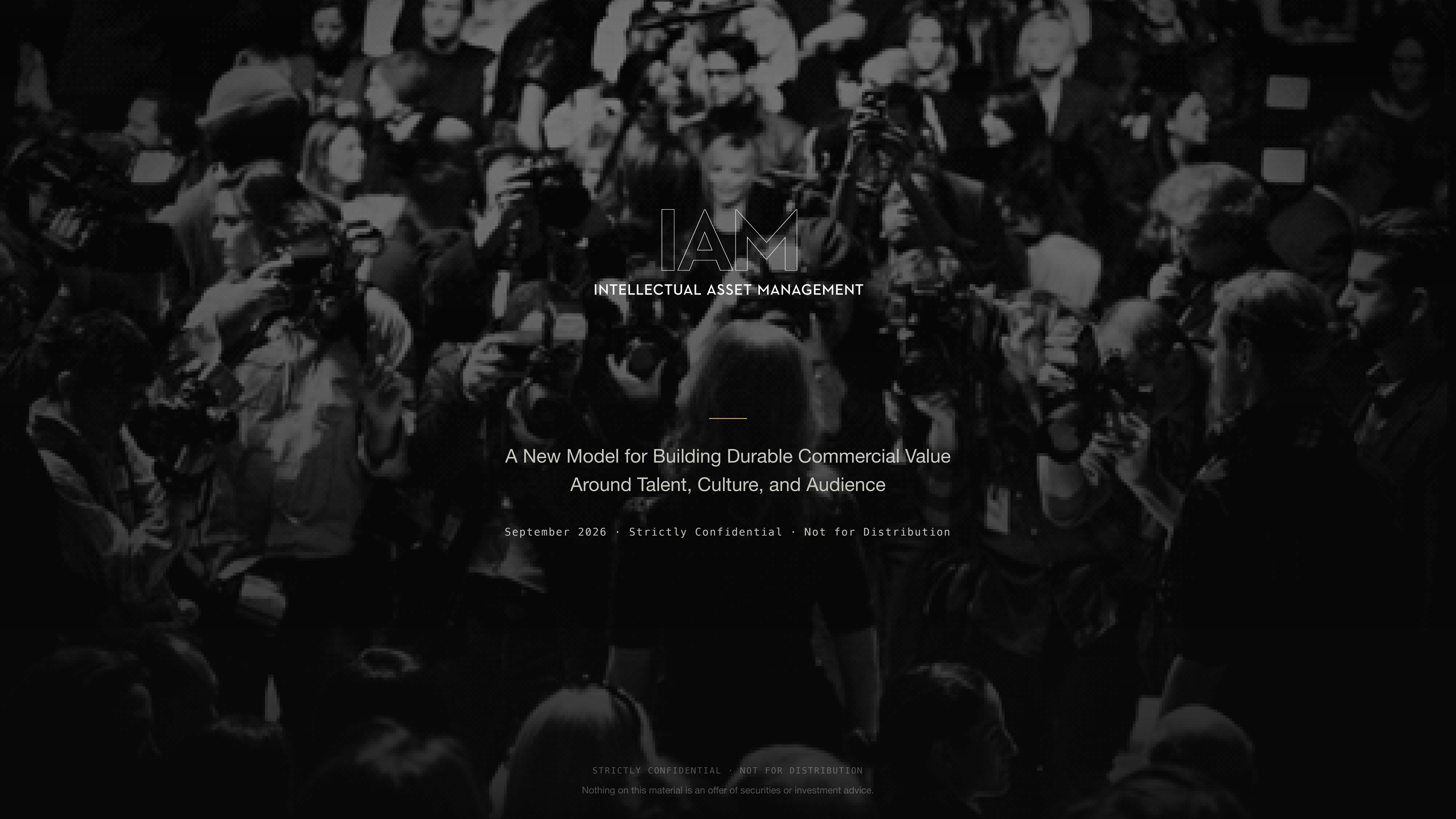

IAM

INTELLECTUAL ASSET MANAGEMENT

A New Model for Building Durable Commercial Value Around Talent, Culture, and Audience

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THE PROBLEM

Talent is treated as a vendor.
IAM treats talent as a founder.

Transactional by Design

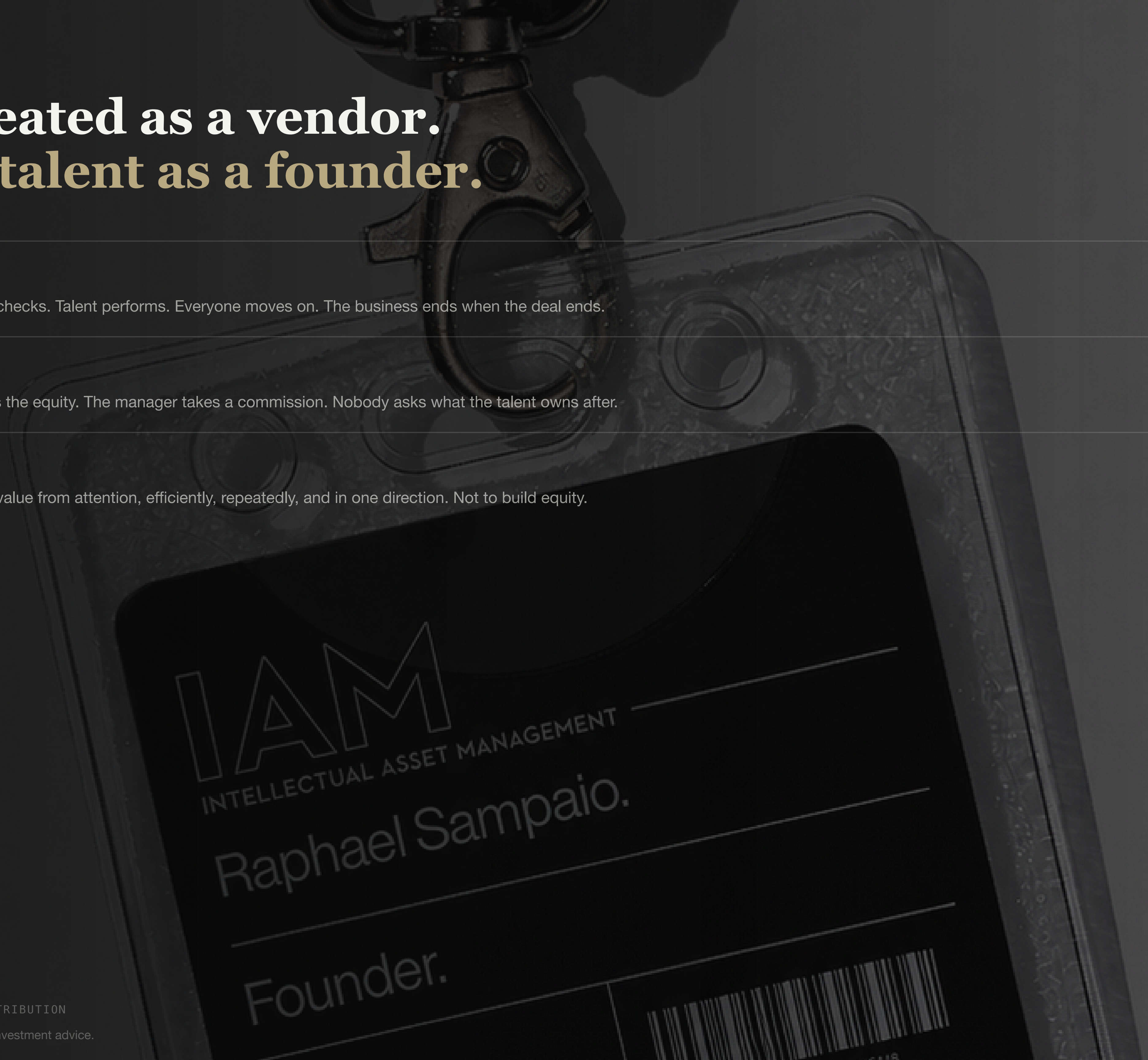
Managers negotiate fees. Brands write checks. Talent performs. Everyone moves on. The business ends when the deal ends.

No Durable Ownership

Talent is the vendor. The brand captures the equity. The manager takes a commission. Nobody asks what the talent owns after.

Value Flows One Way

The existing model was built to extract value from attention, efficiently, repeatedly, and in one direction. Not to build equity.



We do not pitch talent.
We select talent.

Our model begins with the business thesis, not the personality. The economics are modeled before we approach anyone. We arrive with a structure, not a campaign.

WHAT WE BUILD

01 **Recurring Revenue.** Subscription-based customers and communities pay every month, not once.

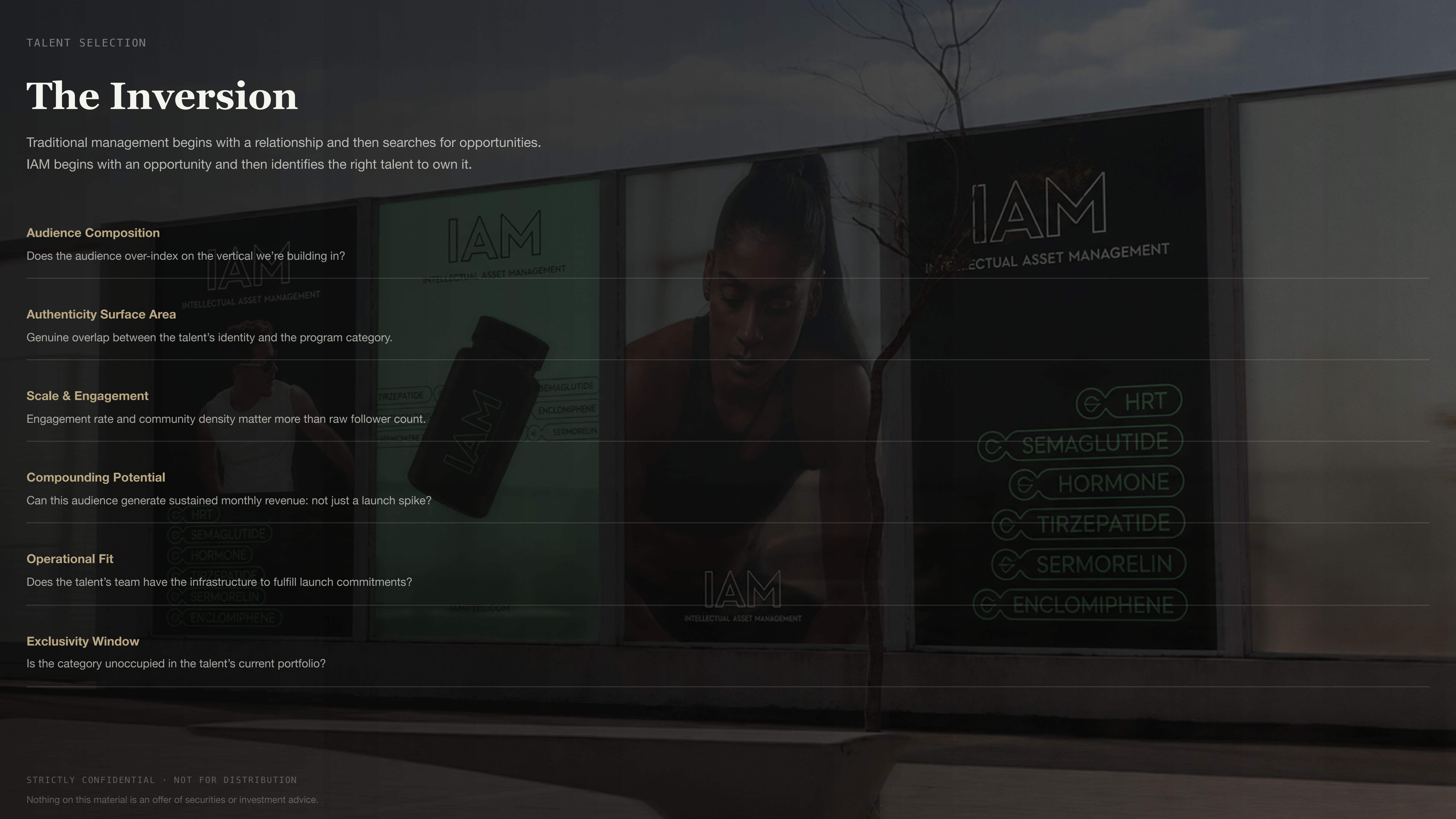
02 **Self-Funding Growth.** Revenue is reinvested into paid acquisition. The business funds its own scale.

03 **Audience-Native Programs.** Programs match what the talent's community is already searching for.

04 **Infrastructure Ready.** Commercial and operational infrastructure is in place before talent activates demand.

The Inversion

Traditional management begins with a relationship and then searches for opportunities.
IAM begins with an opportunity and then identifies the right talent to own it.



Audience Composition

Does the audience over-index on the vertical we’re building in?

Authenticity Surface Area

Genuine overlap between the talent’s identity and the program category.

Scale & Engagement

Engagement rate and community density matter more than raw follower count.

Compounding Potential

Can this audience generate sustained monthly revenue: not just a launch spike?

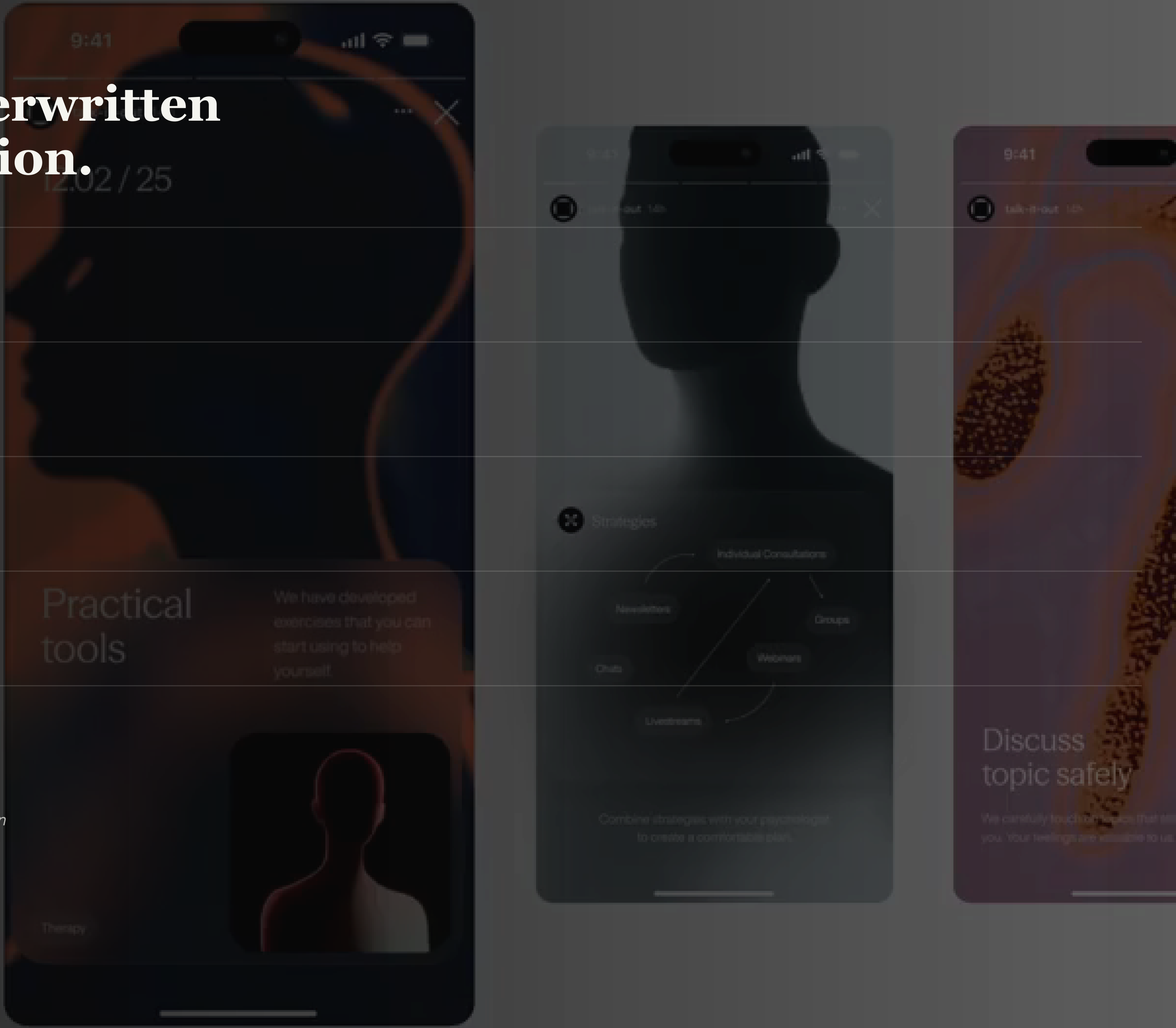
Operational Fit

Does the talent’s team have the infrastructure to fulfill launch commitments?

Exclusivity Window

Is the category unoccupied in the talent’s current portfolio?

Every Engagement Is Underwritten Before the First Conversation.



01
Audience Data Analysis
All major platforms.

02
3-Scenario Financial Model
Per-unit subscription economics.

03
Conversion Modeling
Audience-to-subscriber benchmarks.

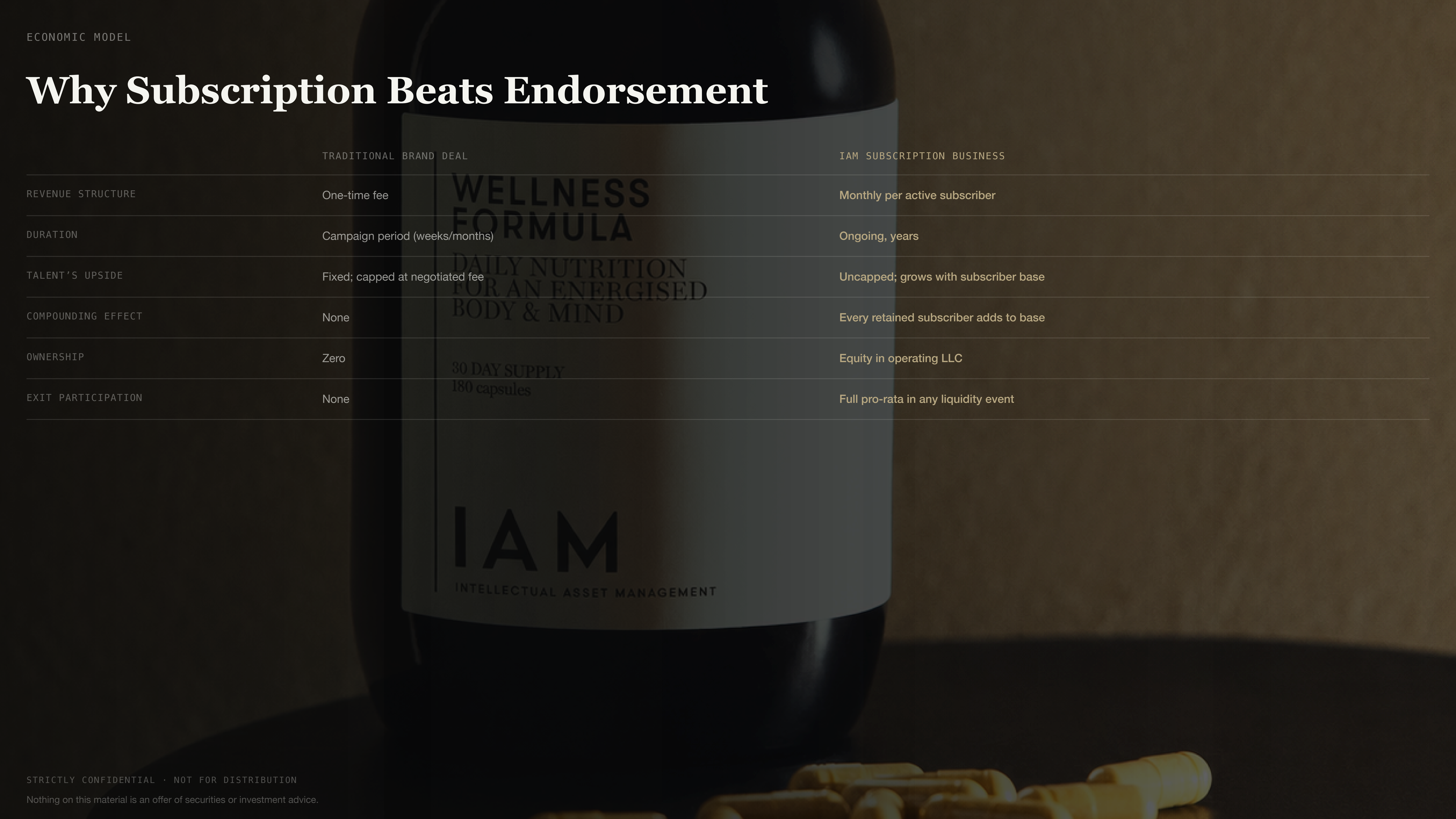
04
Program-Audience Fit
What the audience already wants.

05
Operator Diligence
Can the partner deliver at scale?

Only when all five criteria are satisfied does IAM initiate contact. We arrive with a term sheet, an earnings model, and a narrative. We are not exploring. We are proposing.

Why Subscription Beats Endorsement

	TRADITIONAL BRAND DEAL	IAM SUBSCRIPTION BUSINESS
REVENUE STRUCTURE	One-time fee	Monthly per active subscriber
DURATION	Campaign period (weeks/months)	Ongoing, years
TALENT'S UPSIDE	Fixed; capped at negotiated fee	Uncapped; grows with subscriber base
COMPOUNDING EFFECT	None	Every retained subscriber adds to base
OWNERSHIP	Zero	Equity in operating LLC
EXIT PARTICIPATION	None	Full pro-rata in any liquidity event



The Compounding Flywheel

PHASE 1 · ORGANIC LAUNCH · MONTHS 1-6

Organic Launch

Talent's owned audience is activated through an authentic launch campaign.
Subscribers convert from followers. Revenue begins compounding from day one.

No paid acquisition: organic only.

PHASE 2 · SELF-FUNDED GROWTH · MONTHS 7-24+

Self-Funded Growth

LLC subscription revenue is reinvested into paid acquisition.
The business funds its own growth. Organic remains; paid accelerates.

Target: $10M/month in self-funded paid acquisition at maturity.

Illustrative Scenario Economics

Representative outputs from an IAM modeling exercise. The variable is audience conversion rate, which is why talent selection is the most critical input.

CONSERVATIVE

~4,000

Active Subs @ M24

MONTHLY REV @ M24	~$370K/mo
2-YEAR CUMULATIVE	~$6M
YOY GROWTH	~55%

MODERATE

~35,000

Active Subs @ M24

MONTHLY REV @ M24	~$3M/mo
2-YEAR CUMULATIVE	~$35M
YOY GROWTH	~115%

OPTIMISTIC

~215,000

Active Subs @ M24

MONTHLY REV @ M24	~$18M/mo
2-YEAR CUMULATIVE	~$155M
YOY GROWTH	~200%+

All three scenarios share the same structural logic: organic launch, paid acceleration, compounding subscriber retention.

Three Layers of Compensation

1

Upfront Signing Payment

Paid directly to talent upon execution

A signal of financial commitment, not a token. Conditioned on delivery of launch obligations within the first 90 days. Aligns incentives from day one.

2

Personal Milestone Bonuses

Paid directly to talent, not through the LLC

As the business hits subscriber and revenue thresholds, talent receives cash bonuses. Tied to active participation. The bigger the business grows, the larger the bonus.

3

Equity in the Operating LLC

Vesting against revenue milestones, not time

Equity vesting is entirely within the talent's influence. Full pro-rata participation in any sale, merger, or liquidity event involving the business.

We pay talent to start. We pay talent as it grows. We pay talent when it exits. That is what a founder relationship looks like.

What IAM Brings to Every Partnership

Business Underwriting

Every partnership is fully modeled before approach. We know the economics. We don't guess.

Operator Network

Best-in-class infrastructure partners in healthcare, consumer products, and technology.

Structure & Legal

Term sheets, LLC formation, equity frameworks, milestone schedules, fully prepared before the first meeting.

Launch Execution

Marketing fund deployment, content production, PR, and paid acquisition management.

Growth Management

Paid acquisition scaling, performance analytics, subscriber retention programs.

Ongoing Operations

IAM's Managing Member oversees LLC operations, distributes membership fees, and reports to all partners.

	TRADITIONAL MANAGEMENT	IAM
STARTING POINT	Talent seeks opportunities	IAM models opportunities, then selects talent
COMPENSATION	Commission on gross earnings	Equity + management fees + aligned upside
WHAT TALENT OWNS AFTER	Nothing beyond the fee	Equity in an operating business
TIME HORIZON	Deal by deal	Years: designed to compound
ROLE	Agent / negotiator	Co-founder / operator / Managing Member
EXIT	Irrelevant to manager	Full equity participation in any liquidity event

A New Asset Class

The attention economy has made it possible for a single individual to command the awareness of tens of millions of people. That attention is an asset. In most cases, it is being liquidated: traded for a campaign fee and then discarded.

IAM WAS BUILT ON A SINGLE CONVICTION:

The most valuable thing talent owns is not their talent. It is the trust their audience places in them.

That trust can be converted into recurring commercial value (equity, distributions, and exit proceeds) if it is structured correctly. We build those structures. We select the talent who fit them. We run the businesses that result.

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