



World Talent Games | Business Model Overview

Talent Games Inc ("TGI") is a technology and entertainment company headquartered in Vancouver, BC. The company's vision is a 'World Talent League™' comprised of global digital auditions across multi-genres within commercialized tournaments. The company's mission is to "Unify World Talent" - a new talent industry frontier.

The macro-timing, sentiment and scale of this opportunity is to transform how traditional entertainment industry works and reformat the industry digitally-first and efficiently around key market participants on TGI's research, blueprints and ecosystem of products and services that sprout from TalentOS™ orchard.

The proprietary technologies, products and services are rooted in our TalentOS™ (a talent industry's digital operating system envisioned as 'Amazon for Talent'). A rapidly evolving platform is an integrated suite of software, applications, modules... that streamline 'social talent discovery' into an 'online talent agency'.

TGI's revenue strategy is to virtualize 'how Hollywood works' and offer it to global youth digitally - independent of physical constraints. TGI's digitally-democratized talent industry governance is in the works, via the creation of 'World Federation of Talent™' to create a more 'accessible + universal' global solution.

TGI is strategically comprised of two entities - StarBeat and World Talent Games - that simultaneously balance live market traction around evolving feature set of TalentOS™ - by building a bridge from both ends and directing growth. TGI's proprietary product lines extend via a StarBeat portal with a critical mass of 100,000+ early adopters. These influencers have a direct reach to 14M+ global subscribers. Funnelling opportunity!

StarBeat (B2C: www.starbeat.tv) is our 'NCAA development division' positioned to strategically expand into our 'NBA/Digital Olympics'... hence 'World Talent League™' ("WTL"). These are evolutionary development stages of World Talent Games™ (presently, B2B: www.worldtalentgames.com, in the future: B2B & B2C).

81,000 global cities, compartmentalized as WTL teams, are streamlined business units within TGI's exclusive global virtual real estate (VRE). This commercial 'virtual arena' replication system for creating a collaborative economy harnesses quality content aggregation, crowdsourced refining, internal monetization, multichannel distribution and syndicated revenue streams. We are creating 'Internet Franchising' for the content industry!

Blockchain integration into TalentOS™ is critical for the issuance of 'digital royalties'. This means that influencers get daily royalties (minus the hefty old system), while traditional celebrities get opaque quarterly royalties (while carrying the entire industry). Global Internet consumption is going up; TV is trending down via natural evolutionary medium (time) displacement due to 'preferences and conveniences' of new generations.

By digitally transposing immensely popular TV reality shows and unifying all-genre competitions fragmented on TV stations such as "America's Got Talent" (and related genre-specific spinoffs), TGI is able to offer digital-first, 24/7 live and interactive "World's Got Talent" spectacle. This is a massive commercialization opportunity for 'online talent shows' and web reality series' evolving from traditionally-narrow TV distribution constraints.

7.4B global citizens are digitally-invited to collaboratively crown WTG's global genre champs via "World Series of Talent™" ("WSOT"). These local qualification tournaments level up into international championships in up to 200 countries in 200 business days. WTG relevance: a perpetual Olympics for mainstream interests.

The on-demand collaborative economy is the future. The evidence is in contemporary market movements. As of recently, an explosion of E-Sports and E-Leagues is an early litmus for the true potential of multi-genre World Talent League™. TGI allocated 116 / 81,000 WTL metro teams to early shareholders. Early to rise...



World Talent Games | Systemized Revenue Streams in a Commercial Ecosystem

- A) Online Talent Shows: a digital-counterpart of a lucrative TV business model operated on Internet Broadcasting Network with revenue streams around co-production, sponsorships, product placement, and various forms of digital advertising (primacy, time, exclusive vs rotating, modules, etc.). View Demos: <https://worldtalentgames.com/products/>
- B) Powered by StarBeat™: SaaS (software as a service), turn-key proprietary engine licensing, co-production of online talent shows, joint venture and revenue share partnerships, term exclusivities for genres within geographies geo/term-fenced brand protection, sponsored modules/fixtures within genres. Reference of brand integration modules (Integrations Section): <https://worldtalentgames.com/brands/>
- C) World Talent Magazine: global talent industry central that virtualizes real estate of genres and emulates a physical print magazine business on a digital multimedia blog framework, with contextual extensions such as contextual commercialization, sponsored geo-time leaderboards, awards... Live Demo: [StarBeat.tv](https://www.starbeat.tv)
- D) Social Talent Discovery Network: UGC (user generated content), centralized content/traffic, premium quality engagement in lucrative teen demographics (premium influencers/brands matchmaking); online talent show co-production, genres term-exclusivities, sponsorships, exclusive data subscriptions, advertising, revolutionary micro-endorsements (matchmaking)
- E) Original Content Development: modelling examples, premium quality content ('Netflix for Talent' approach, establish top level taxonomy for all talent genres); local/global records ('Olympics for Talent'), highlights ('ESPN for Talent'), time-based charts ('Billboard for Talent'), content remixes (weekly viral videos), industry/genre navigation guides (missing industry manuals, value-added repeat engagement)
- F) World Talent League™: virtual real estate, 81,000+ cities/teams (proprietary business unit licensing) via global registrar; Virtual League real estate (inter-teams content, genres, standings, news...); I. City Sponsor (ie. Staples Arena) II. Virtual Arena real estate (stages/courts, events/genres, performance levels, age segments, respective leaderboards, timers, modules/fixtures...) III. Virtual Team Real Estate (ie. Vancouver Vipers), individual & team branding (genres, levels/endorsements, standings...) IV. Team resale marketplace (10% brokerage to the League), ongoing asset turnover and recurring revenues (inflationary growth conditions, growing league market cap, rising volume and value of transactions)
- G) Premium Content Production & Distribution: World Talent News (Digital: 'All Things Teen Talent'), bursting premium quality content in fragmented social networks (multiple external revenue streams), brand omnipresence synonymous with premium quality ('Nike for Talent'), priming brand expectations, organic talent sourcing (infusion via brand attraction) promoting fan-approved performance standards (IMDb for Talent, digital crowd-certified standings, People's Champs, functions of interests/time), sponsored email marketing with exclusive member offers (pays to be a free member), licensing exceptional quality content to TV, media brokers & media purchasing inlets
- H) Data Products/Services/Subscriptions: exclusive metrics & tiers of access and automation ranging from geographies, genres, trends, intel, analytics packages, API feeds, filters, thresholds, triggers, notifications, analytic suite of tools, breakthrough innovations such programmatic/conditional endorsements, Quality Gradient™, conditional matchmaking, product placement, intelligent allocations (turning ad spends into investments + satisfaction guaranteed policies, smartcontracts, risk control: refunds/balance agreements), emphasis on B2B wholesale brand partnerships VS selling retail campaigns, positioning recurring long term revenue streams based on trust and performance (measurable KPI's VS elusive promises, as an antidote to standard ad industry practices); AI applications, predictive, adaptive, actionable data



- I) Social Talent Management Agency: exclusive service tiers, private investment opportunities, crowdfunding of projects, artist incubators, enabling Talent to shape their careers/brands by offering customizable development services, term-contracts, management deals, premium matchmaking (offering exclusive opportunities for creating Global AllStar Bands around premium world performers (movie: Moneyball - MLB style data scouting & matchmaking), virtual collaborative social studio + physical partnership access/discounts (direct referrals bypassing advertising & laborious DIY multi-network online promotion)
- J) Family Entertainment Events: World Talent Festivals ('TED for Talent') AllStar Events for teens and family entertainment, trade-show real estate dynamics, sponsored digital ticket revenues, concessions, sponsorships (fixtures / modules), content generation, physical real estate extended into virtual attendance services (telepresence & live-streaming, broadcasting)
- K) Television Brand Licensing / Partnerships: technology licensing for live & interactive TV shows, Brand licensing up to 197 countries, World Series of Talent™ programming, World Talent Championships™ sponsored tournaments, TV segment licensing (content injections) via local online infusion/distribution from/into 81,000+ world cities/teams
- L) StarBit™ Virtual Currency: network exclusive attribution:distribution of value, automated daily digital royalties, streamlining commercial brand/product placement within messaging (embedded revenue generation via utilitarian and incentive based marketing)
- M) Marketplace Extensions: exclusive member deals and offers, StarBit™ redemption programs, virtual tenancy subscriptions in a StarBeat global shopping mall for teens, sponsored geo-categorical listings; contest auctions, flash deals ('Groupon for Talent', but without predatory business partnerships strategies)
- N) Directory Extensions: pro retail services paid inclusion directory (managers, agencies, providers...); freemium classifieds with sponsored listings (verifiable user reputation VS. craigslist anonymous economy, emphasis on teen demographics); gig economy, lessons, courses, for hire (with community ratings), stock media sales and subscriptions, affiliate marketing and revenue sharing programs via integrations
- O) Strategic Partnerships: B2B partnerships to enhance and capitalize on youth market dynamics, StarBeat™ preferred partner (virtual content production studio) and retail service/goods providers (graphics, photographers, videographers..), blue chip partnerships with broadcasters/banks/telecom providers around community reach and direct consumer access, emphasis on and extensions of 'World Talent' brands

Key Contacts

As a highly experienced management team, we look forward to working with strategic partners that share our global vision and passion for performance.

Glen Calizon Innovative & dynamic leader (2002-present), founder of digital marketing studio (video gaming industry, 2018-present); history of building teams in Telecom (2002-2006), Fintech (2006-2010)
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