

Impulses Conventional Wisdom

- A niche singles product is the cornerstone of a \$50B media empire.
- Conventional wisdom says this is a ridiculous statement.
- However, conventional wisdom is what has now become ridiculous.
- And the first statement is true. Or will be.
- If you are the CEO of a major media enterprise, blow this off at your economic peril.
- Although the potential valuation is significant, IRR is expected to be at a historic level.



Overview

- This ground-zero, multinational/multi-sector startup is unlike any existing enterprise. It directly addresses the singles and travel markets, but its greatest value is in reality TV production.
- All told, there are 10 potential revenue streams.
- It's far more than a reality show and much more than even a reality network. It is, in fact, the first real *Content Factory*.
- Valuation potential of \$10B, and \$50B inclusive of follow-on *Content Factory* software products.
- This is not a pitch deck. It is an abbreviated presentation, intended only for joint venture, super-majority partners.

***This non-NDA presentation does not include
any crucial proprietary or patentable concepts.***



Target Audiences

- *Impulses* primary target audience is single men interested in marrying foreign women.
- The secondary target audience are individuals interested in experiential travel and heavily invested in social media.
- Note that we require only about 100 total of these 2 groups to provide full occupancy at the hotel, at the core of the strategy.
- The other target, which is not an audience, per se, is a major media company as a super-majority, strategic joint venture partner. *Impulses* will be able to deliver an entire network of streaming media to *their* audience, at virtually no cost.

Impulses Competition & Risk

- There are a large number of singles sites, however, none are potential competitors.
- Although major media companies are theoretical competitors:
 - Complex development probably precludes
 - Our patent attorney has verified that this strategy is *likely patentable*.
- Multiple levels of powerful risk mitigation are detailed in NDA presentations.



Real Estate

- Ideal location is Costa Rica, based on political stability, available services and weather.
- Approximately 100 acres is assumed the minimum required.
- One very desirable 285-acre parcel was identified, with a price of \$850,000.
- This property will have thousands of on-site visitors, and a complete range of services available from the hotel.
- This provides the potential to create a small-medium scale, high-end residential development.
- Thus it may make sense to split real estate operations into a separate entity, funded by real estate investors.

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Hotel

- Approximately 100 members accommodated with 2-day minimum.
- A total of est. 120 rooms are planned, allowing for interviewees, entertainers, technicians, VIPs, etc.
- There may be several small meeting rooms but no convention facilities.
- Standard room rate is expected to initially be \$1,000.
- Possibly managed under contract by hotel chain



Design Standards

- Very hi-quality architectural design costs little additional than generic design.
- Exceptional design will garner more (and favorable) press coverage than generic design.
- Visitors will also include scenic photos/videos in their social media.
- This will also impact desirability/salability of real estate development in addition to maximizing resort visitors.



Marketing

- Press, Media & Social Media Influencers [PMI]
 - Video + text press releases will be widely distributed.
 - Accredited press, media and influencers can schedule visits, subject to capacity.
- Social Media
 - Majority of attendees are expected to make daily posts, across an array of SM.
 - Women participants are required to all make daily posts, across an array of SM.
 - Public facing execs are expected to maintain SM posts and blogs, with assistance of staff.

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Iconography

- Main signage will be inside the park, convenient to main building. Its purpose is similar to the famed *Hollywood* sign, as a physical brand symbol.
- Unlike the *Hollywood* sign, it will be designed so that people can be photographed positioned in and on the sign.
- This will probably require letters about 8' high and in sans serif caps, unlike logo shown.



Financials - Revenue

This is a preliminary, 3-year revenue forecast. Rampup is probably overly conservative, however magnitude of 3rd year revenue is reasonable.

Probable 50% EBIT indicates substantial overall profitability.

Prior to determination of full costs and investment method, IRR cannot be calculated.

This statement is of very limited value, as it only includes base revenue from a single unit and represents no more than a few percent of actual potential.

		1st Yr	2nd Yr	3rd Yr
Marketing				
	Media Mentions	234,256	4,377,776	67,560,280
	Website Visitors	11,213	262,667	4,053,617
	Conversions	1,121	26,267	405,362
	Members	1,018	24,377	362,781
Membership				
	Silver	30,570	765,511	14,055,626
	Gold	38,341	960,094	17,628,392
	Bitcoin	30,698	768,716	14,114,485
	Platinum	20,470	512,584	9,411,619
	Selection Stacking	16,984	425,284	7,808,681
	Total	137,063	3,432,189	63,018,802
Sponsorship & Gifts				
	Site	0	25,000	275,000
	Events	280	6,567	76,340
	Product Placement	561	13,133	202,681
	Individual	336	7,880	121,609
	Gift Shop/Artensity	0	0	0
	Total	1,177	52,580	675,630
Base Hotel Revenue		1,789,364	18,105,307	31,449,600
	Total	1,789,364	18,105,307	31,449,600
Total Revenue		1,927,605	21,590,076	95,144,032

Impulses Future Growth

- Once the first resort is fully operational, there are 2 additional phases intended.
 - The 1st phase is to expand internationally to the extent possible. The following slide indicates some alternatives.
 - This phase also includes finding partners for online and video gaming, as well as other products.
 - The 2nd phase includes development of 3 celebrity-related software products which all have significant *content factory* potential. These can be developed from cash flow, so cumulative IRR is expected to be immense.



Expansion Options

There are over a dozen expansion alternatives, some of which are listed below.

1. Facilities in nearby locations
 - Co-located Spanish facility will be very cost effective
 - Caribbean island location, architectural castle extravaganza
2. US expansion, utilizing US women
3. US-based women members' site
4. Mature Edition (min. age for women: 40)
5. Senior Edition (min. age for women: 50)
6. International English Site (Southern Europe)



The Founder

- Brian Smolens, *Founder*, will fill the position of VP Strategy, with responsibility for:
 - Software design, conceptual level
 - Architecture and design
- Education, etc.: 2 degrees from Wharton, CPA
- Accomplishments
 - Designed the most advanced strategic planning software of the 80's, leading to major acquisition
 - Currently has a portfolio of 20 projects, mostly unprecedented and many patentable
 - Several major new projects added in 2024 and 2025



Additional Items

- There are 2 NDA presentations which detail topics and patentable elements not covered here (Brief and Full).
- **Hotel Strategy**
 - We have a number of unprecedented hotel concepts, *IconInns.com*, never developed by any hotel chain.
 - These are high-profile, more architecturally dramatic than existing chains and will create a very high level of consumer interest.
 - These are available to a JV real estate partner, for development at this site as well as other locales, such as the Mideast.