

+ PLUS

Celebrity Venture Building

January 2015

Celebrities have unfair advantages in the business world.

Access



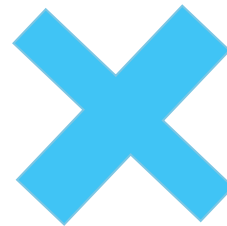
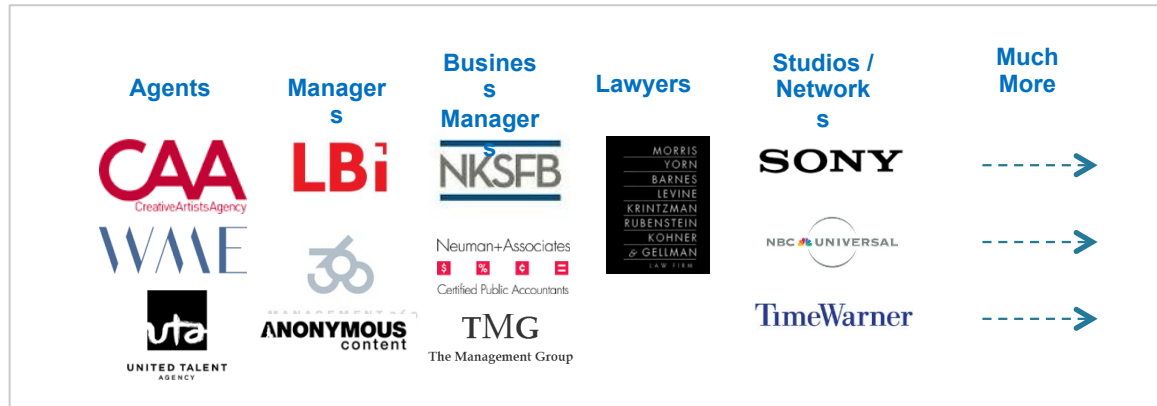
Influence



Reach



A large infrastructure exists to service celebrities in Hollywood...



...but none exists to leverage their unfair advantage outside the industry.

Verticals outside entertainment make a lot of money “renting” celebrities

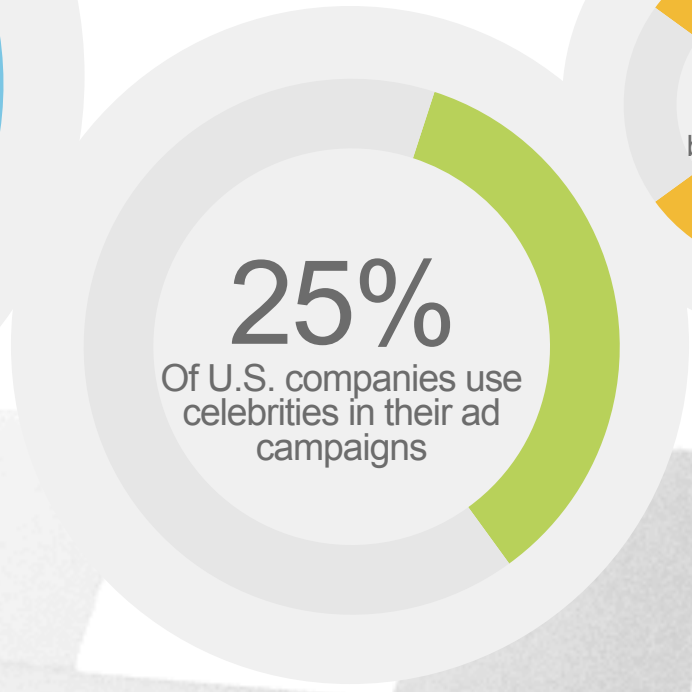


\$50B

Spent per year on \$1T of celebrity endorsements

A donut chart with a light blue segment representing 5% of the total. The chart is set against a background of a large, faint 'HOLLYWOOD' sign.

Spent per year on \$1T of celebrity endorsements



25%

Of U.S. companies use celebrities in their ad campaigns

A donut chart with a light green segment representing 25% of the total.

Of U.S. companies use celebrities in their ad campaigns



10%

of advertiser budgets involve celebrities

A donut chart with a yellow segment representing 10% of the total.

of advertiser budgets involve celebrities

Today's deals are 'talent' deals where upside is going only to company.

We've seen a handful of smart celebrities build big businesses leveraging their influence



Celebrity:
Jessica Alba



Company:
The Honest Company



Revenue:
\$150 Million



Started:
3 Years Ago

\$1 Billion valuation...
...and climbing



PLUS has spent the last 2+ years leveraging the power of celebrity in venture capital backed start-ups.

- Launched early stage venture fund with world-class influencer investors
- Multi-family office approach connecting 25 influencer LPs [and over 300 celebrity influencers] across 6 business managers and entertainment attorney LPs
- Review and diligence on over 1000 companies in first 18 months.
- Eleven (11) investments across media, commerce, virtual reality, consumer products, travel, and enterprise.
- Investment collective - Trusted resource for people that run Hollywood

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CAPITAL

HOLLYWOOD

Introducing Plus Ventures: Bringing institutional scale to leverage celebrity influence in business



Venture Services

- Fund Creation and Management
- Getting leverage by Investing through syndicates
- Trading endorsement for advisory shares
- Creating ownership groups using celebrity influencer



Venture Development

- Joint Ventures and Partnerships
- Company building
- Monetizing Social and other Direct Audience through media, commerce, games, etc.

VENTURE STUDIO

Creating vertical businesses that leverage celebrities to drive scale.

PLUS IS THE INFRASTRUCTURE for celebrities to go from talent & contractor...



Plus is starting with the following to drive both revenue and long term ROI.



Audience Monetization

Converting digital direct audience into revenue.



Venture Services

Leveraging name value in early through late stage investments.



Corporate Partnerships / Joint Ventures

Marrying brand aligned products and companies with our influencers.



Business Building

Creating or leveraging an existing celebrity or brand & turning into large company.

Plus revenue comes from:

Commission, Participation, Services/Consulting Fees, production, packaging, distribution. Participation

Plus equity comes from:

Incubation, packaging, fundraising, funding, and ongoing management of ventures.

Thank You

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