



HAPENING NOW

## **Video & Connected TV Changes The Game**

The TV & Video marketplace has experienced a year like no other. The normal Upfront and NewFront schedule was completely upended and the continuing consumption habits of content continue to alter the marketplace. There is so much to discuss.

Posted: October 6, 2020

MEDIAPOST

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MediaPost  
1460 Broadway  
12th Fl  
New York, NY 10036



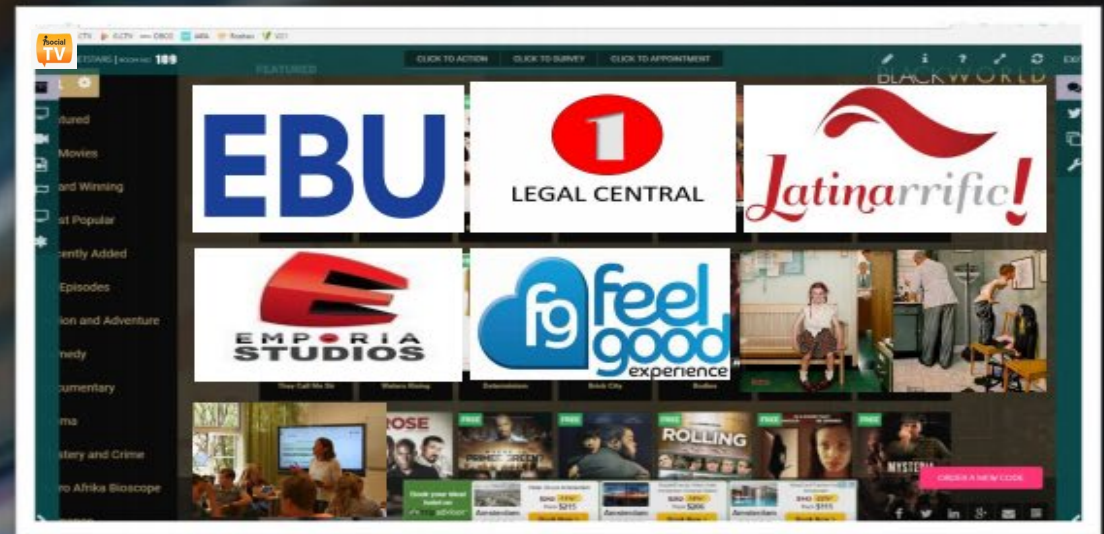
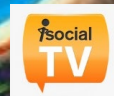
## Historic Facts about Interactive Social TV

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- iSocialTV (iSTV) was envisioned in 2008
- Featured in 2010 connected to Akamai CDN
- Licensed exclusive for \$50M to VYPA US / NL / ML
- Presented to all leading EU / US TV networks
- Performed many group watch video streaming







- Get Interactive Content
- Watch Movies & Sports with friends
- Share a Pay-Per-View
- Go to School
- Visit The Hospital
- EBU Lawyer
- Enjoy live chat with 7 friends
- Watch YouTube, Vimeo...
- And more right from your TV.

Never Watch TV Alone!





# ALL PARTICIPATING NETWORKS LOVED IT!

## Warner Bros

Warner Bros. Entertainment, Inc., is an American producer of film and television entertainment.



- ONE EXCEPTION: ISTV WAS 10 YEARS AHEAD OF ITS TIME!



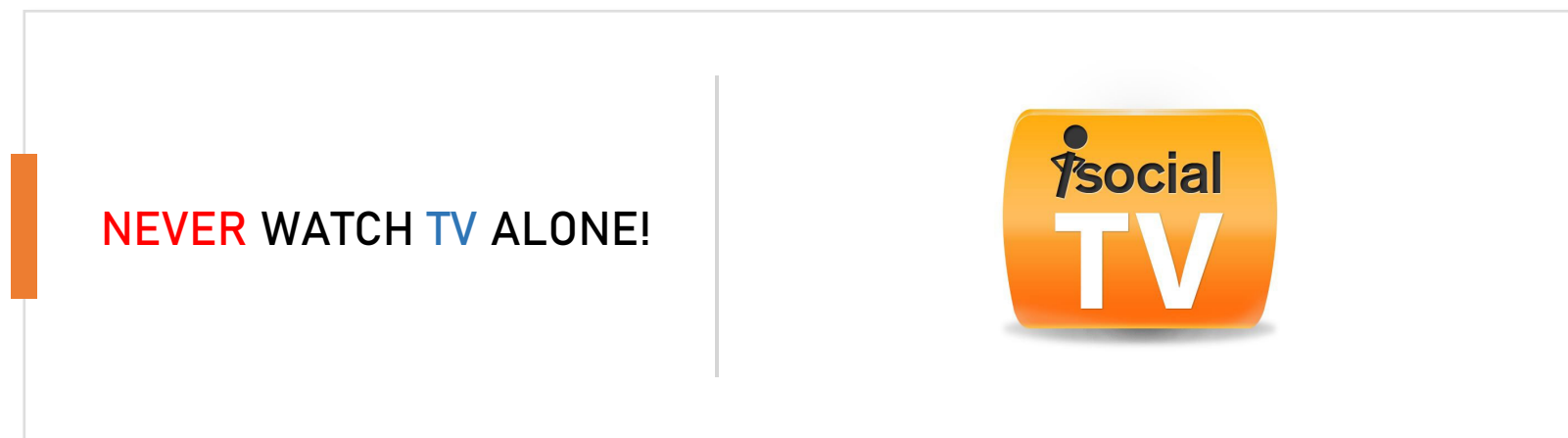


Image Sources: VYPA Corp - Examples of Past Work



# WORLD'S FIRST

## WE INVENTED CONNECTED GROUP GAME SHOW & WATCH TV





## LOGIN

Username

President Obama 2012 Election

Password

Virtual Town Hall

LOGIN

[Create new account](#)

[Request new password](#)

Yes! Even White House!



White House Hispanic Community  
Action Summit

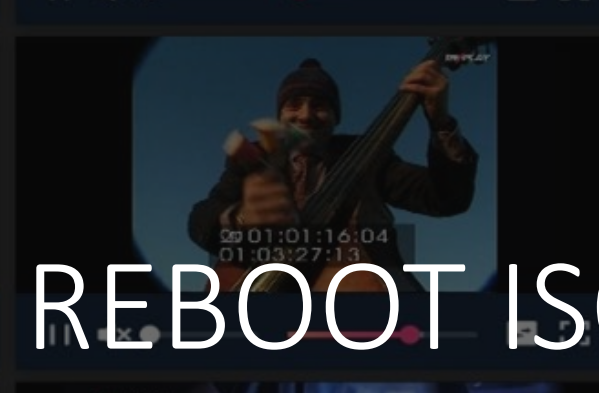
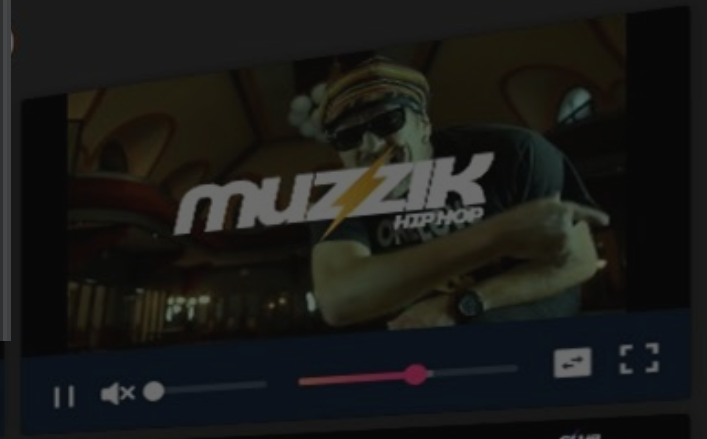
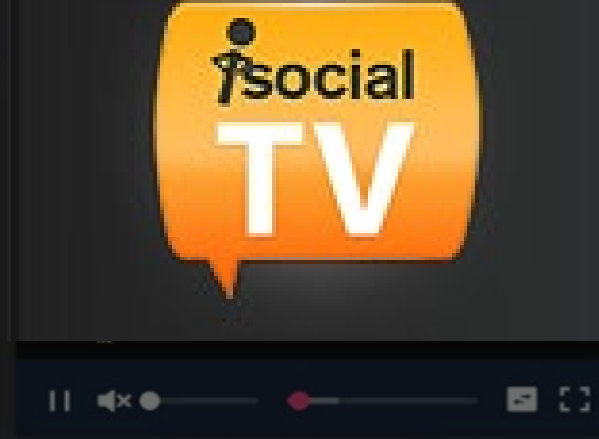
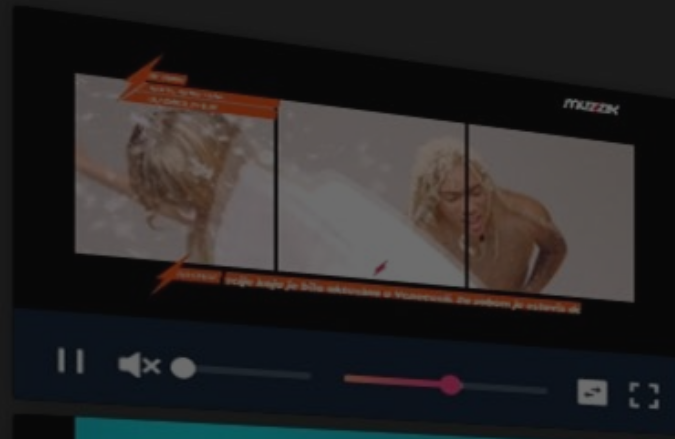


2020 PANADEMIC

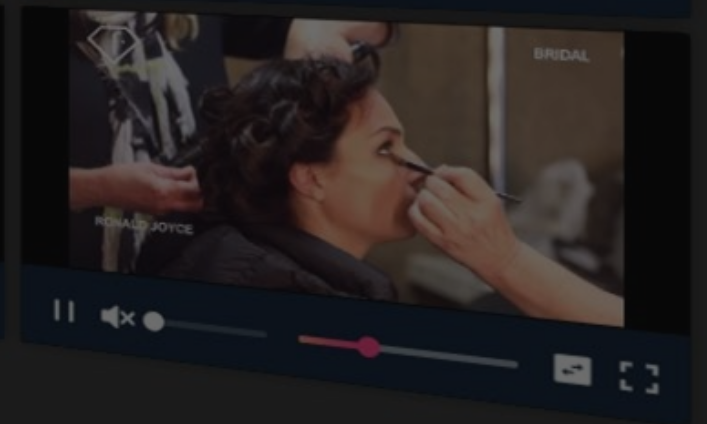
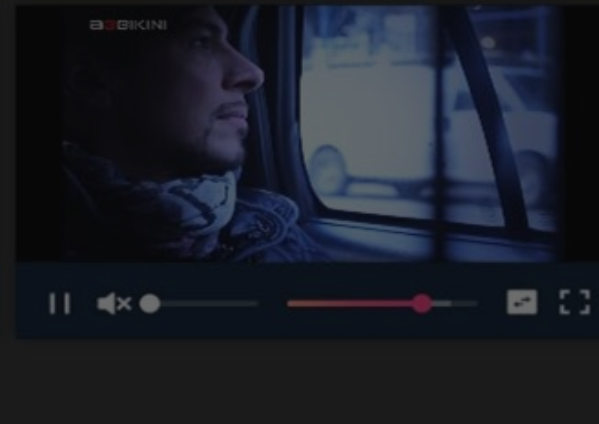
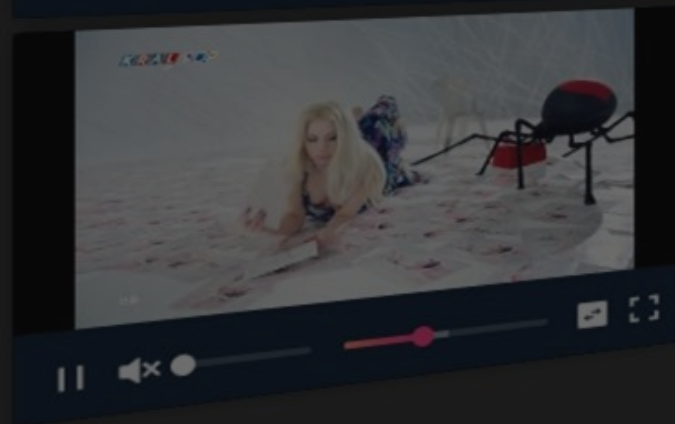
## THEN COVID-19 ARRIVED!

- REMOTE WORK & ENTERTAINMENT BECAME THE NEW NORMAL IN DIGITAL LIFESTYLE

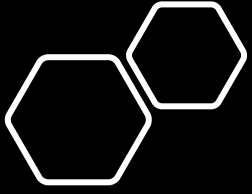




TIME TO REBOOT ISOCIALTV

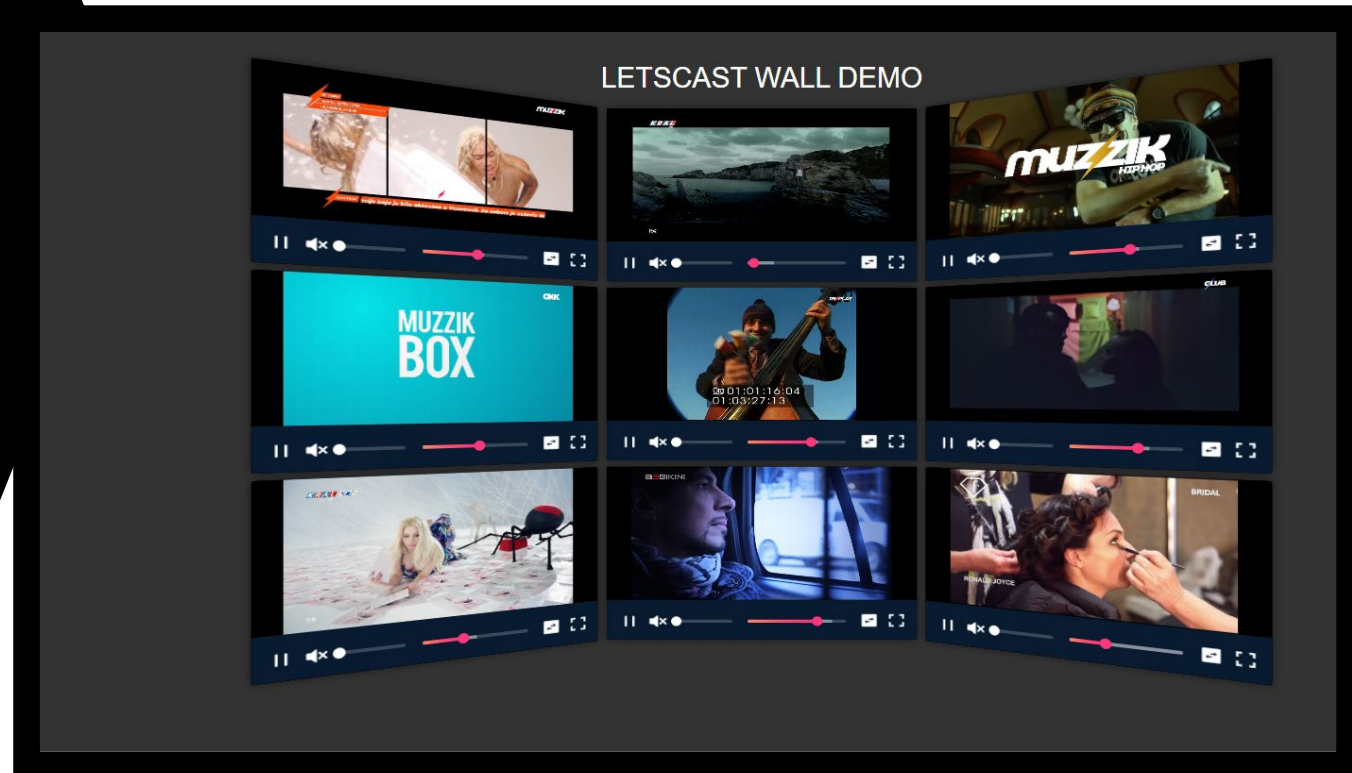






# ISOCIAL TV 2022 REBOOT

- AFTER DISNEY'S SUCCESS ON STREAMING FOLLOWED BY GROUP WATCH EXPERIMENTS, AND COST SAVINGS ON LEADING CDN SERVICES, NETFLIX, HULU, OTT AND IOTT ARE HERE TO STAY. CONNECTED TV, MOBILE & DESKTOP





iSocialTV helps you  
**Promote & Sell**  
your Movies or TV Shows

See how it works



Interactive TV



TV Anywhere



On Demand



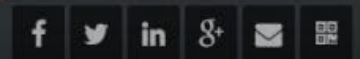
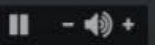
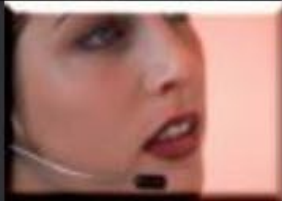


# Interactive TV



- Turns your TV into an interactive channel.
- You Own the Digital Media Channel.
- Build your own content.
- Made for TV with an HDMI plug.
- Watch & Share YouTube, Vimeo & Others.
- Enjoy Live or sponsored events in real-time.
- Relish with family & friends watching a show.
- Invite up to 7 guests from any PC, MAC, Linux, & Android into your TV.









Your Roku Channel, iSocialTV, passed all of our testing and has been published in the Channel Store in the following regions: United States; Brazil; Honduras; Argentina; Costa Rica; United Kingdom; Nicaragua; Peru; Rest of World; Chile; Guatemala; Colombia; Ireland; Canada; France; Panama; Mexico; El Salvador. Users in these regions can now add your channel by visiting the Channel Store or by using this code **CGNGH95**.

Thanks,  
Roku

# SPV Plan of Action

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VYPA Shall Transfer \$50M Paid-in-Capital PTLA Asset of iSocialTV including its irrevocable ownership, and worldwide distribution rights to a designated Special Purpose Vehicle [SPV]



NETSTAIRS the original developer and shareholder of VYPA shall convert any and all unpaid balances for the continued service into share equity.



Investor shall for a \$6M USD consideration, as investment, Take a 10X position to reboot the entire iSocialTV ecosystem for use by TV Networks, Affiliates, Production Houses, Publishers, Producers, and Paid Subscribers.



# SPV Injected Asset

Description	Amount	Total
Cash – SPV Founding Investor	6,000,000	\$6,000,000
PTLA Asset Transfer - VYPA	50,000,000	\$50,000,000
NETSTAIRS iMHS Balance	19,000,000	\$19,000,000

**TOTAL ASSET TRANSFER: \$75M**

Facilitator: MAXWELL RAND

# Use of Proceeds

Description	Use	Proceeds
Cash	6,000,000	
iSocialTV Reboot		\$3,600,000
iSocialTV Marketing		\$1,300,000
Legal, Accounting, Valuation		\$ 120,000
MAXWELL RAND SPV FEE		\$ 60,000 + 3.9% Shares

MAXWELL RAND SHALL ACT AS ESCROW AND  
INVESTMENT BANKING ADVISOR MEETING U.S.  
COMPLIANCE, VALUATION, REGULATION, AND BOARD  
SATISFACTION



# SPV OUTCOME

Increase Valuation  
to \$500M

Goal: Annual  
Reach 600,000  
Subscribers

Each Subscriber  
Average Annual  
Pay: \$300.00  
(30.00 a Month)

Projected Annual  
Turnover:  
\$180,000,000

Five Year  
Projection:  
\$980,000,000

Raise \$60M Round  
“A”

File Registration  
Statement

# Video-First Disruptive Technologies & Solutions



Proven Strategic Management Team





# Connected TV is iSocialTV

THE MOST  
**DISRUPTIVE**  
**TECH COMPANIES**  
OF THE YEAR 2019



Because NS iSTV has nothing to do with "requested doc"

**Akamai**

NetStairs.com

✓ cdn.isocialtv.com V4 successfully activated on STAGING

**Property Name:** cdn.isocialtv.com

**Property Version:** 4

**Status:** Configuration successfully deployed to the Akamai STAGING network

**Account Name:** NetStairs.com

**Submitted By:** Ahmad Moradi

**Activation Started On:** Monday, October 5, 2020 at 2:29:48 AM +11:00

**Activation Completed By:** Monday, October 5, 2020 at 2:30:59 AM +11:00

**Total Activation Time:** 1m

**Activation Method:** Property Manager (Fast Activation)

**Testing Instructions:** <https://community.akamai.com/customers/s/article/How-to-test-using-Akamai-s-Staging-Network-1386937927433>

go make it happen



COMMENTARY

## 3 Ways UGC Will Change Advertising

by **Rebecca Hawkins**, 2 hours ago

User-generated content (UGC) captures an authentic intimacy no other creative format can match. Today, brands invest heavily in TV creative. This trend needs to change in order to impact brands' bottom line and consumer trust. Here are the top insights of UGC's growing importance and which brands employ it successfully.

**UGC captures real-time moods.** An Interactive Advertising Bureau study shows UGC is 35% more memorable compared to other media. Why? Because UGC capitalizes on being in the moment of the cultural zeitgeist in a way that heavily produced shoots cannot adapt.

A best-in-class example of real time creative is from L'Oreal Paris. Eva Longoria posted on Instagram how she conceals her roots using L'Oreal Paris' Magic Root. It created a frenzy on social.

As a result, Eva directs a new spot for iGTV on how easy it is to color her hair with L'Oreal's Excellence Crème. The content is also used for TV. It's the first of its kind shot entirely on an iPhone. L'Oréal flips the model of repurposing TV spots for digital by going social first and being in the moment.



# NEVER WATCH CONTENT ALONE!

Ask for iCPT White Paper

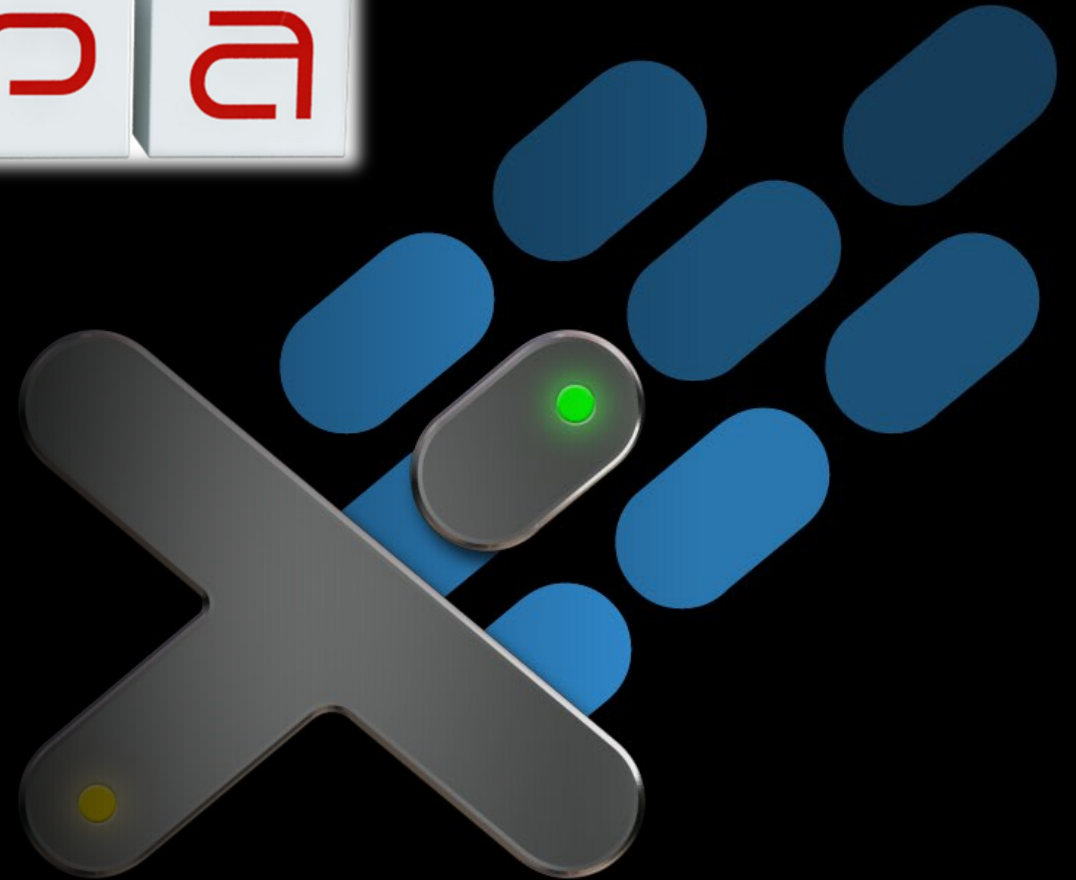


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TERM-SHEET ARE ACCEPTED!

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- Email: [inquiry@maxwellrand.com](mailto:inquiry@maxwellrand.com)
- Web: <https://maxwellrand.com>



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