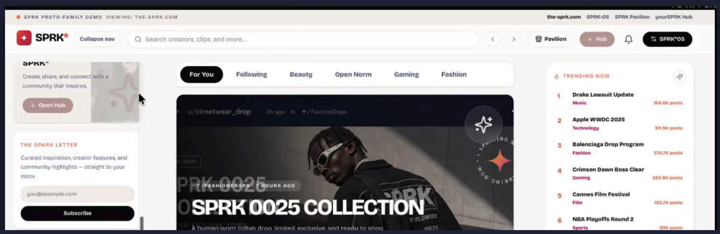
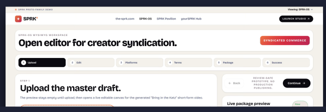
SPRK*

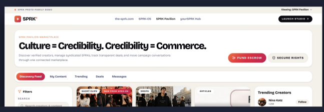
Turning **everyday creators** into **media companies.** By design.

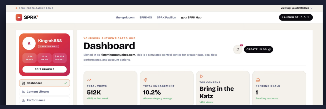
CONFIDENTIAL — INVESTOR OVERVIEW

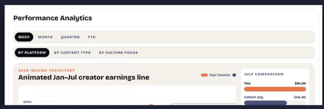
$4.5M Seed SAFE · Raising Now











THE PROBLEM

The creator economy will be $480B by 2027. Yet:

INCOME INEQUALITY	**96% of 50M** active creators don't make a living wage.
FRAGMENTATION FATIGUE	Everyday makers lose time, margin, and energy across **4+ tools**.
PREDATORY TAKE-RATES	Platforms like YouTube and TikTok take **45–70%** of revenue.
AGENCY LEAKAGE	Brands waste billions on opaque **agency markups** and third-party intermediaries.
DATA STARVATION	AI models are short on authentic, **rights-cleared** cultural data.

THE SOLUTION

SPRK* solves for each of these failures. Five surfaces. One Infrastructure.

COMMUNITY	On **SPRK*.COM**, audiences gather and exclusive content earns creators up to 95%.
PRODUCTION	**SPRK*STUDIO** — AI-powered toolkit. One tool. One price. One upload for distribution.
COMMERCE	**SPRK*PAVILION** enables direct creator-brand deals. Transparent. Escrowed.
CREATOR HQ	**YourSPRK** account command center w/ built-in creator success tools and workflows.
INTELLIGENCE	**SPRK*AI's** consented corpus is an asset no competitor can legally replicate.

VELOCITY
12 Weeks — Bootstrapped
Five surface product demo, MVP spec ready, Delaware C-Corp formed and TM filed, solo.

HUGE GROWTH
~$15B TAM
US+CAN blended across Pavilion, SPRK*AI, and STUDIO — a focused slice of the global creator economy.

LAW OF ATTRACTION
75–95%* Ad-Revenue Share
SPRK's UGC + AI-powered attention ecosystem captures massive GMV while growing CLV.

TRAINING DATA
10K+ DAC by M36
SPRK*AI powers predictive modeling, research, and enterprise licensing for leading models and brands.

WHY SPRK WINS

1. **The Innovator's Dilemma.**
Incumbents can't match SPRK's potential creator payout without destroying their own margins.

2. **The Data Moat.**
SPRK*AI trains on consented, incentivized cultural data — an invaluable asset as AI regulation tightens.

3. **The Agency Replacement.**
Pavilion replaces contracted agency layers directly. Holding companies are cutting roles at scale — SPRK*Pavilion steps into the gap.

Myron King
Founder & CEO, SPRK Unlimited, Inc.

"Two decades building teams and creating campaigns worth hundreds of millions taught me how the creator economy really works. My own family, creators across ages and platforms, showed me exactly what was missing. That gap is the reason for SPRK."

Engineering partners are staged with NDAs and draft contracts, gated only on capital. SPRK Unlimited, Inc. (d/b/a SPRK*) is a Delaware C-Corp. Clean cap table, 100% founder-owned.

45+ Founding Creators
Onboarded via word of mouth alone — zero paid acquisition — before the beta survey even opened, and sign-ups are growing.

THE RAISE — $4.5M SEED SAFE

Sized from the model, not from ambition: **1.9×** conservative peak cash need, **24+ months** of runway, through public launch and into Series A metrics.

35%	20%	20%	15%	10%

● Product & Eng 35% ● Sales & Brand 20% ● Ops & G&A 20% ● Creator Acq. 15% ● Reserve 10%

FINANCIAL PROJECTIONS — BASE CASE

METRIC	YEAR 1	YEAR 2	YEAR 3
Revenue	$0.7M	$3.2M	$8.5M
Paid Creators	776	3,638	9,385
Monthly Actives	221K	855K	2.15M
EBITDA Margin	—	—	25%

Diversified across five revenue lines — creator SaaS, brand subscriptions, marketplace transaction fees, platform ads & memberships, SPRK*AI licensing. **Optimistic case: $37.3M** Year 3 revenue at **46% EBITDA margin.** EBITDA-positive at Month 23 on base case. LTV:CAC **6.4×** (conservative).

ROADMAP

NOW
Seed Close ($4.5M)
Engineering partners, AI/ML contractors, and the MVP sprint staged and ready. Plan built to move day one.

MONTHS 1–3
Founding Cohort & Closed Beta
45+ founding creators in. Beta survey live. Closed beta validates workflows and documents the economics.

MONTHS 3–5
Pavilion Soft Launch
First brand partners onboard white-glove. Case studies in hand; multi-home publishing drives organic creator adoption.

MONTHS 6+
Public Launch & Series A Build
Model is default-alive on base-case assumptions. Series A metrics in sight.

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* Up to 95% on exclusive content, applied contextually per SPRK's revenue-share standards. Note: Month 23 is the model's monthly break-even; full-year profitability follows in Year 3.