



blckpills

## **> WHO WE ARE**

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*Dark, addictive, exhilarating.  
Where do they come from?  
Look around, you'll find them  
everywhere: your phone,  
laptop, tablet.*

*People say they're bad for you.  
Hell, they're probably right.  
Now where can I get them?*



A person wearing a dark hoodie is seen from the back, looking towards a screen in a dimly lit room. The background is out of focus, showing what appears to be a control room or a studio setting with various equipment and lights.

## **> WHAT WE DO**

*We are creating the first global OTT media, made directly for mobiles devices fully dedicated to short scripted series, for millennials.*

*We are developing an unrivaled new model of production with 50 premium original scripted series released each year. That's not a typo: 50.*

*Unlike current models of production, we give the best filmmakers a platform with which to create urgent content in lightning speed.*



## **> WHY WE DO**

*Because in a world of Snapchat and Facebook, old models of production are just too creaky to keep pace with the appetites of young viewers.*

*More important, just because millennials have come to expect speed doesn't mean they want to forgo quality. Blackpills is uniquely positioned to offer both: hot-button content delivered better and more quickly.*

*| We already have in production a series about the first 100 Days of Donald Trump's presidency, and another about the Brock Turner Stanford rape case.*



# **> HOW MUCH WE INVEST IN ORIGINAL CONTENT**

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*We believe in bold storytelling first and foremost, and we're putting our money where our convictions are.*

*We fully finance each series at a minimum of 1M\$ for 120 minutes of content (10 to 15 episodes).*

*At launch 200 episodes of original short series.  
A new one each week.*

A group of four young people are sitting on the floor in a dimly lit room. They are looking at a laptop screen. The person on the left has bright red hair and is wearing a black top. The person next to them is wearing a green top and a grey beanie. The person in the middle has long blonde hair and is wearing a black top. The person on the right is wearing a plaid shirt. The background is a plain, light-colored wall. The floor is dark and reflective.

# > **OUR MARKETING STRATEGY**

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*Our marketing team, based in LA, works on implementing high level distribution and co-production deals. We are currently developing a laser-focused plan to raise millennials' awareness.*

A group of four diverse people (two women and two men) are walking towards the camera on a city street. The background shows tall buildings and parked cars. The scene is dimly lit, suggesting dusk or dawn.

# **> OUR TARGET TERRITORIES**

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*Our 100% english-speaking productions will have a worldwide release.  
In 2017 : US + Europe and 2018: LATAM + Asia*



## > **HOW IT WORKS ON BLACKPILLS**

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### **FREE OFFER**

*give access each day to  
2 new episodes on all series*

- *No fees*
- *Ads-supported*
- *No binge, no offline*
- *1 screen*

### **PREMIUM OFFER**

*give access anytime  
to full seasons on all series*

- *3.99\$*
- *Ads-free*
- *Binge, offline acces*
- *2 screens + HD/4K*





## > **OUR CREATIVE PROCESS**

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*8 months.  
8 months from pitch to broadcast. That's it.  
Even supposed "disruptors" like Netflix or  
Hulu are beholden to lumbering  
production schedules pretty much  
indistinguishable from major networks.*

*Our process will allow timely,  
gripping content to get to people  
faster than anyone else,  
OTT or otherwise.*

*Benjamin Millepieds  
Blackpills Squad*



## **> WHY TALENTS WILL WORK WITH US**

*We are offering the financing of a studio with the I-don't-give-a-fuckness of a scrappy website.*

*We are empowering creatives to tell the stories they want to, without fear of censor or craven brand maintenance, all while offering the kind of financial banking usually only found on more conventional paths.*

*What edgy filmmaker or screenwriter wouldn't be excited by that?*

*Gavin McInnes  
Blackpills Creator*

# **> LET'S CREATE TOGETHER**

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*We already have an exceptional roster of talent. With your help, we can build on it and establish a platform that changes the current model.*





**> WE ALREADY ARE  
IN PARTNERSHIP**

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*With production companies such as  
Fox digital, Legendary, Bad Hat Harry,  
Europa Corp, Pulse Originals,  
and many more.*

*We also already work with both emerging  
and well established talents such as  
Luc Besson, Benjamin Millepied,  
Zoe Cassavetes, Louis Leterrier,  
Bryan Singer, Safdie brothers, ...*

*Luc Besson  
Blackpills Creator*



# ***BLACKPILLS SQUAD***

**DANIEL MARHELY**  
FOUNDER OF DEEZER

**PATRICK HOLZMAN**  
FORMER EVP OF CANALPLUS INTERNATIONAL  
CO-FOUNDER OF ALLOCINE

**XAVIER NIEL**  
ONE OF THE MOST SUCCESSFUL  
FRENCH ENTREPRENEUR