



100

BUILDINGS

Investor Presentation

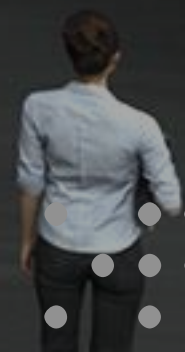


What is 100 Buildings?

100 Buildings is a multi-media platform showcasing the most influential architectural achievements of the 20th century.

Brought to life through a curated collection of immersive sensory experiences, digital storytelling and thought leadership ...

100 Buildings will generate vast public awareness of the defining legacy and broad impact of last century's architecture on today's society.





Our Purpose

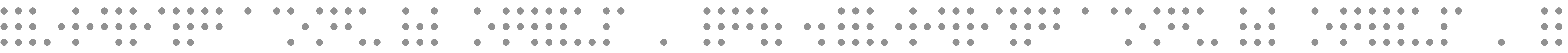
At the center of civilization, are the physical spaces where humankind lives, worships, works and plays.

The architecture of every era combines art and science to define physical environment and challenge possibility.

In today's age of hyper-fluidity and rapid technological advancement, the roots of culture are often unknown, underappreciated and overlooked.

To address this cultural shift, the world's most renowned practicing architects (led by Thom Mayne) curated 100 Buildings with the goal of generating awareness and appreciation for the most important buildings of the last 100 years that inform the architecture of today and will inspire the future.

This collection pays homage to the legacy of broad-ranging experimentation, cultural & political ambition embodied in 20th century.



Vision:

Make modern architecture accessible to a mass global audience via an IP-driven platform focused on delivering experiential digital immersion and cinematic story telling.

Mission:

- *Raise awareness of modern architecture as a nexus of the arts, culture, lifestyle and social issues*
- *Advocate for preservation of the most architecturally influential buildings of the 20th century*
- *Inspire academia to leverage 100 Buildings as a basis for future architectural exploration*



100 Building Platform

A global education and entertainment platform showcasing the most influential buildings of the 20th Century.

Appealing broadly to consumers, academics & arts institutions, 100 Buildings leverages a pillar strategy to deliver content, experiences and thought leadership to a diverse global audience.

Digital Content Hub			
Archival Resource Social Community Mobile Platform			
 Content	 Experiences	 Thought Leadership	 Education
Film: 3D IMAX feature (90 – 120 min) Theatrical, university screenings	Touring Exhibit: Immersive technology (VR, AR digital dioramas, projections); Children’s workshop 20+ cities (museums, universities, public spaces)	Speaker Forums: Proprietary multi-day events featuring (architects, professors, futurists etc.) Hosted at 100 Building sites, architecture schools	University Toolkit: Academic course curriculum 100 Buildings Text Book Licensed content (film, lectures, panel discussions, exhibit elements)
OTT: Episodic series featuring buildings + celebrity architect profiles	Mobile installations: Museum-type exhibit (digital dioramas, 2D galleries) Airports, retail promenades etc.	Iconoclasts: Panel discussions + networking events featuring global design / architecture leaders Hosted at major thought leadership conferences (SXSW, Davos, CES)	
Gaming: Virtual design competitions, sim world integration			

Our Ask

\$500,000

We are seeking \$500,000 in funds to create **proof of concept** across the *100 Buildings* platform



Digital prototypes:

End-to-end portfolio of 3D assets for (x2) structures in the *100 Buildings* collection



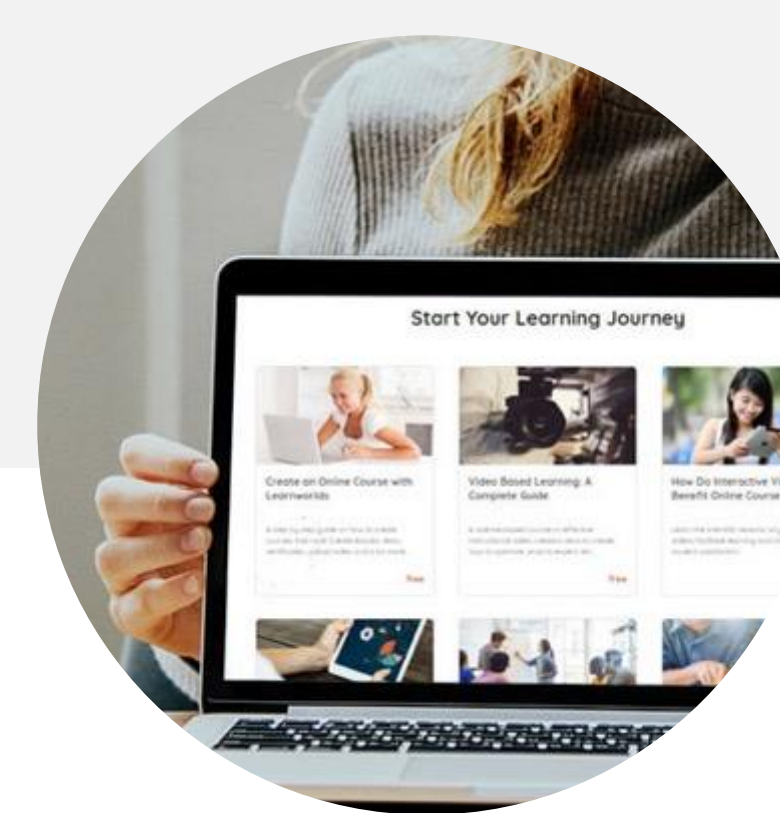
Multi-media pilots:

IMAX and docu-series



Traveling exhibition model:

AR / VR demo content



Education:

Online course module

Investment in the *100 Buildings* proof of concept will convert to equity as the initiative launches

Who's building it?



Steve Suchman

Principal & Creative Director, R_Kive Studios

Bridging the worlds of architecture & film, Steve has decades of experience in both fields. The creative force behind the 100 Buildings multi-media platform, Mr. Suchman has expertise in film production for all media formats, including 3D + VR. He is an alum of Morphosis Architects, a DGA Commercial Director, ADG Production Designer and agency creative director.



Thom Mayne

Founding Principal, Morphosis

Pritzker Prize and AIA Gold Medal winner, Thom Mayne is celebrated internationally as an educator and innovator in the world of architecture. A founder of SCI ARC (LA), Thom has held academic leadership positions at Harvard, Yale, Columbia The Berlage Institute (Netherlands) and The Bartlett School of Architecture (London).



Brandon Welling

Principal, Morphosis and R-Kive Studios

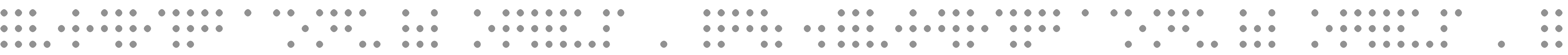
Mr. Welling is the acting COO of Morphosis and a world-renowned architect. His portfolio of award-winning projects includes The Centennial Tower (Singapore), San Francisco Federal Building and The Perot Museum of Science and Nature (Dallas).



Eui Sung Yi

Principal, Morphosis and R-Kive Studios

Progressive Architecture award winner and lead architect on The Kolon Research Center (Seoul) and Hanking Center Tower (Shenzhen). Mr. Yi also serves as the Director of UCLA's NOW Institute of Architecture and Urban Design where he teaches the 100 Buildings Course.



Our Audience

B2B MUSEUMS, EDUCATIONAL INSTITUTIONS,
FOUNDATIONS, ENDOWMENTS, MUNICIPALITIES

GUGGENHEIM



SF MO
MA



national
museum
australia

THE
NEWARK
MUSEUM
OF
ART

Per[]t Museum of
Nature and Science



B2C ARTS + CULTURE AFICIONADOS, LIFELONG LEARNERS, DESIGN
ENTHUSIASTS, THE "INTELLECTUALLY CURIOUS", STUDENTS, FAMILIES



By the Numbers

Global Content Distribution:

\$1 BILLION

IMAX Gross 2019 Box Office across 1,478 world-wide screens (Seeking Alpha)

\$8 BILLION

Netflix annual content budget (Digiday)

\$129 BILLION

Estimated Global OTT Revenue (by 2023) (Multichannel)

\$3 MILLION

per 30-minute episode is what Facebook will pay for premium content for Watch (Digiday)

Thought Leadership

\$6 BILLION

Annual Global Touring Exhibits (Source: 2019 Vastari Global Report)

\$33 BILLION

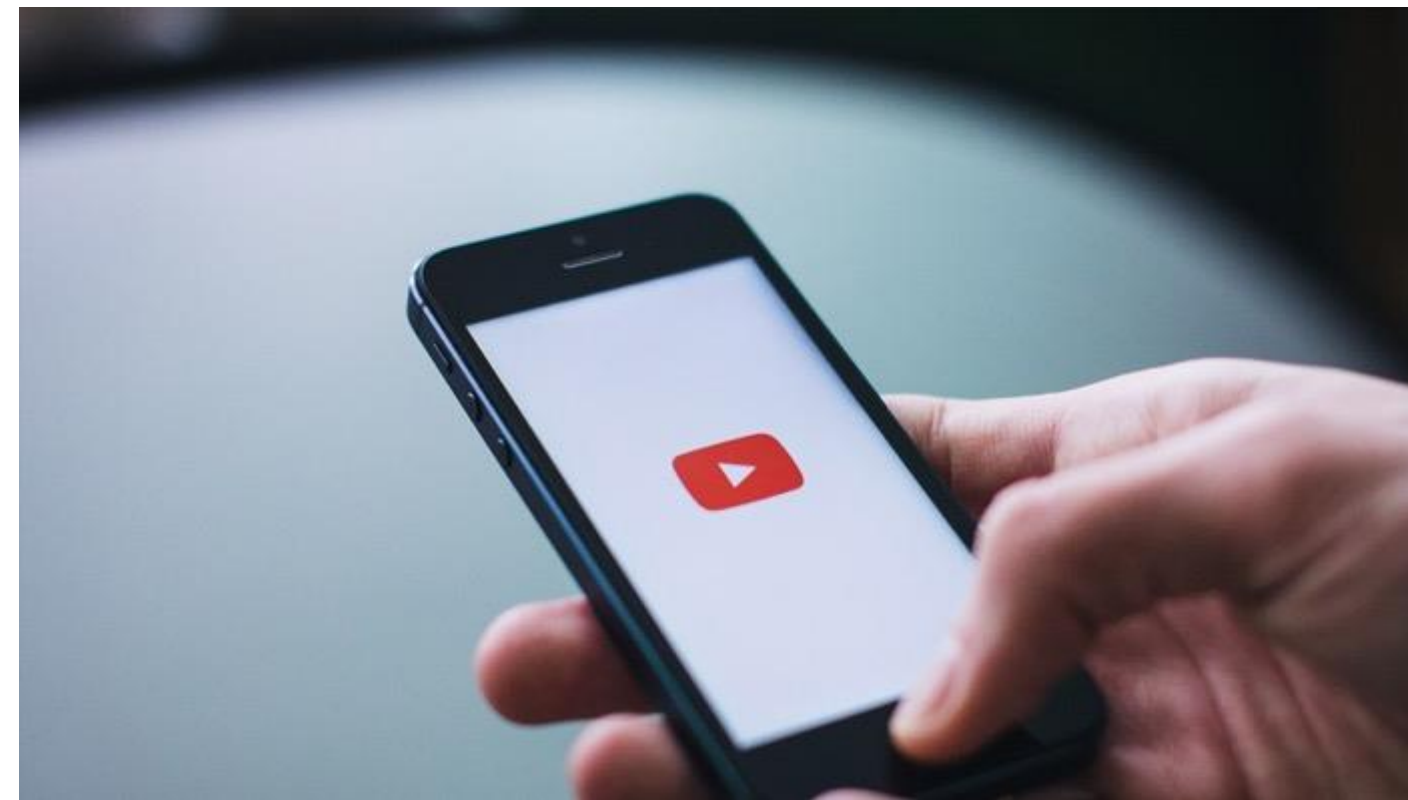
Education: Self-paced e-learning (Ambient Insights)

100 Buildings Platform

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Digital Content Hub			
Archive of 100 Buildings collection Experiential extensions Social communities			
 Multi-Media	 Experiences	 Thought Leadership	 Education
Film: 3D IMAX feature (90 – 120 min) Theatrical, university screenings	Touring Exhibit: Immersive technology: VR, AR digital dioramas; Children's workshop Museums, universities, public spaces	Speaker Forums: Proprietary multi-day events featuring architects, professors, futurists etc. Hosted at 100 Building sites, architecture schools	University Toolkit: Academic course curriculum 100 Buildings Textbook Licensed content: film, lectures, events, exhibits
OTT: Episodic series featuring buildings + celebrity architect profiles Netflix, Amazon, Kanopy	Mobile installations: Museum-type exhibit: 2D galleries, digital assets Airports, retail promenades	Iconoclasts: Celebrity panel discussions + networking events Hosted at major thought leadership conferences (SXSW, Davos, CES)	
Gaming: Virtual design competitions, sim world integration			



“Modern Legacy”: A 3D IMAX FILM (feature)

Fascinating architects, in smodern cities, telling inspiring building origin stories. Through emotional storytelling, we will transport viewers straight into the time and space of extraordinary buildings, their innovation and enduring influence. The 3D IMAX film is an energetic audio-visual experience, that evokes the spirit of design, creativity and collaboration.

Episodic Content Series:

A global celebration of amazing people, destinations and building origin stories.

This series (designed for OTT platforms) will profile the men & that imagined and created each building in the 100 Buildings portfolio. Highlights will include a snapshot of the era, context for innovation, background on the architect's clients and human stories of passion & perseverance.

Brand Opportunities:

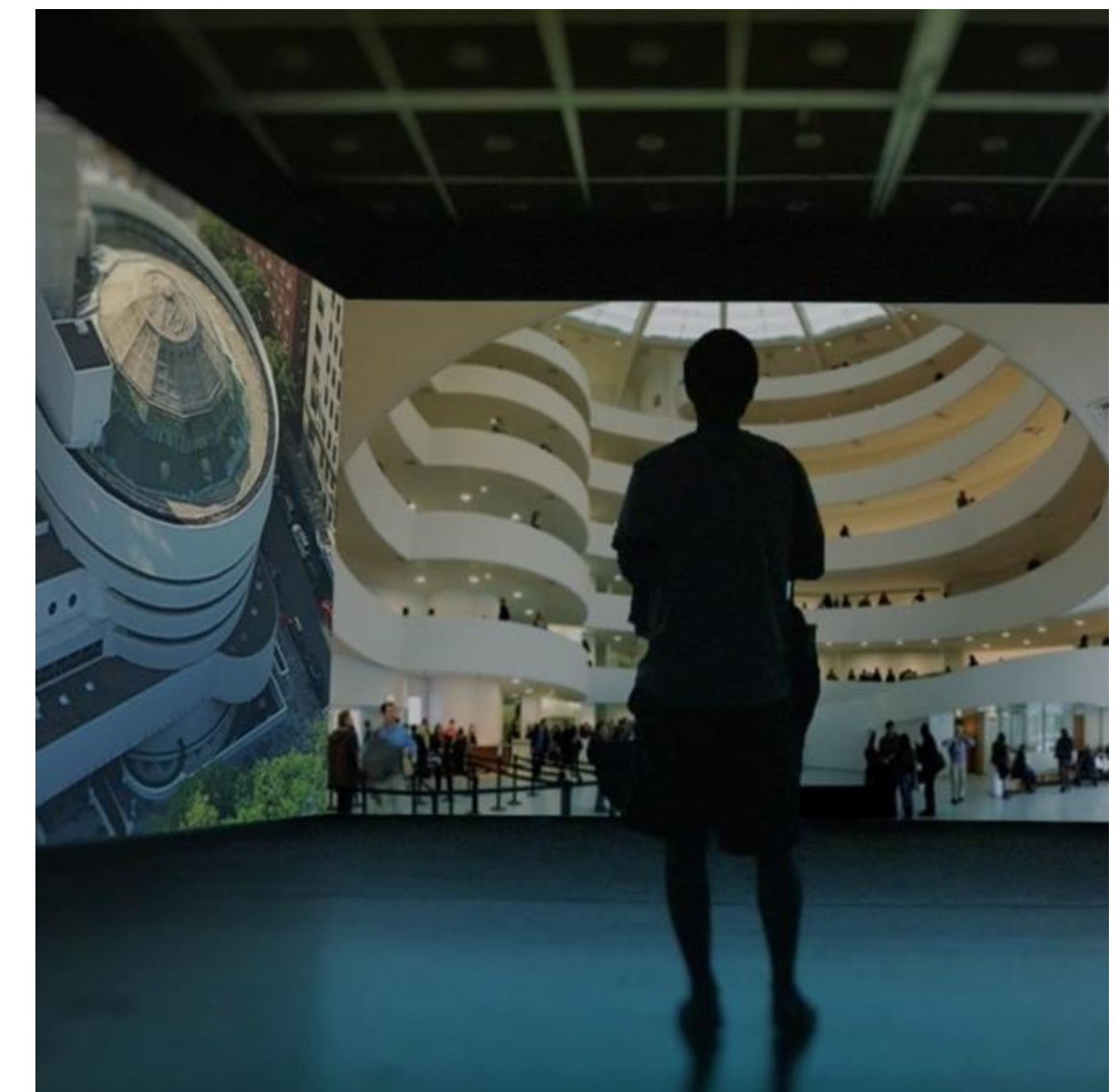
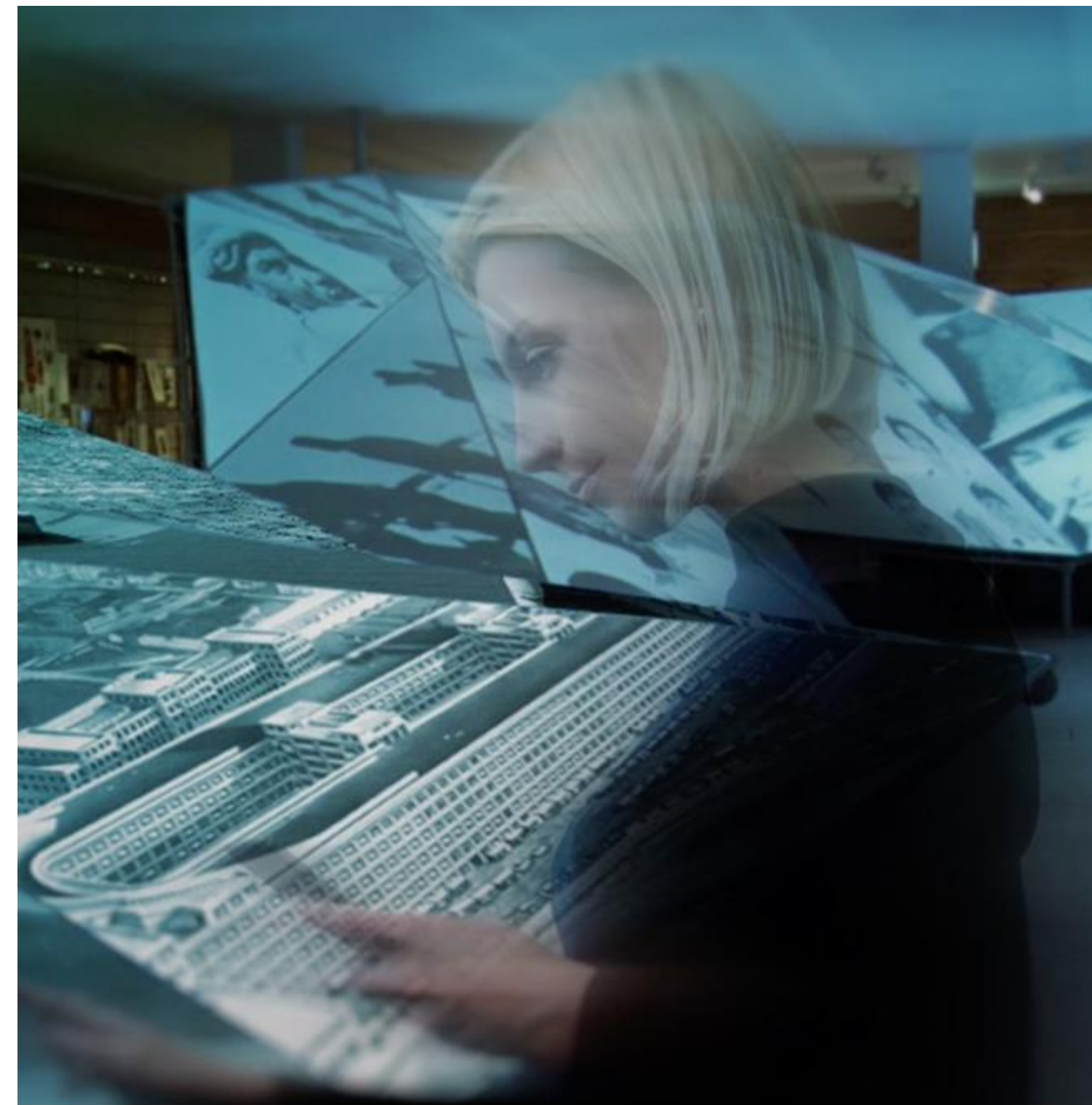
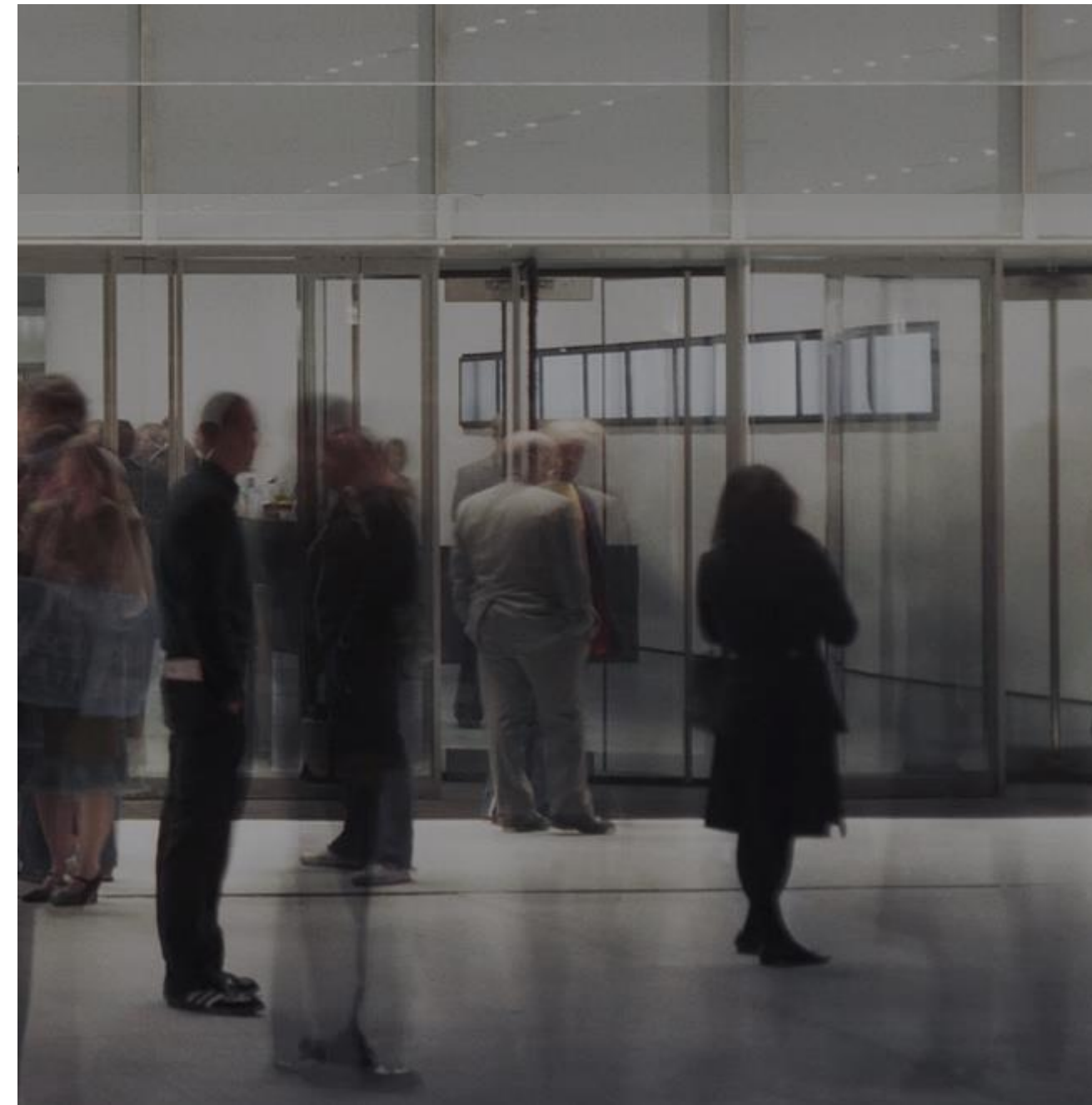
- Production Partner: credits & acknowledgement
- Organic product & brand integrations in content pieces
- Campaign integration in support of content: PR, marketing, promotion, PR, events
- Rights to leverage content for proprietary marketing initiatives

100 Buildings: The Experience

Deep sensory immersion across multiple galleries brings the 100 Buildings portfolio to life. Digital dioramas, touch screens, 3D projections and interactive virtual reality are only a sampling of this state-of-the-art traveling exhibition.

With plans to travel to 20+ global cities, there are a multitude of brand opportunities including:

- Sponsorship: Title sponsor of entire exhibition or individual galleries
- IP, content and merchandise extensions for sponsor marketing initiatives
- Organic product and brand showcase (on-site)
- Marketing & PR campaign integration
- Hospitality events, private-access, ticketing



The 100 Buildings Ecosystem

Audiences:
● B2C ● B2B



Revenue Model

GO-TO-MARKET STRATEGY



Content:

- Feature Film: Theatrical + Ancillary distribution, university + community screenings
- Documentary Series: TV + OTT distribution
- Digital: Bundles with touring exhibit & film / documentary licenses



Live Exhibits:

- Rental revenue*: Museums, Universities, Public / Private spaces, Retail
- Co-venture: Ticketing, Merchandise
- Foundation support
- Corporate sponsorship

* 1 – 3 month terms, variable pricing (per venue)



Thought Leadership Events:

- Ticketing
- Content licensing
- Merchandise
- Corporate Sponsorship
- Foundation support



Education:

- Curriculum solutions (toolkits: syllabi, textbooks, course material)
- Online courses & self-paced learning (modules)



Revenue

Feature Film: Theatrical + Ancillary distribution, university + community screenings

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Digital: Bundles with touring exhibit & film / documentary licenses

Sales Strategy

Platform	100 BUILDINGS A global education and entertainment platform showcasing the most influential buildings of the 20th Century.			
Investment	Private \$\$ • Donors • Endowments	Institutions • Education • Cultural • Foundations	Sponsors • Brands • Corporate Philanthropy	
Fund Raising	R-Kive + Morphosis network			
Products	Content • Film • Docu-series	Touring Exhibit	Thought Leadership • Proprietary Events	Education • Toolkit • Online modules
Channels	Theaters TV + OTT Digital Networks Licensees	Museums Retail Public spaces Private venues	• Exhibit “add-on” • Conference extensions • Stand-alone events	• Universities • Architecture + design schools • Online learning marketplaces
Sales Partner	• Distribution Broker • Channel Direct	Exhibit Matchmakers (i.e. Vastari, EDG) Venue Direct	• 3rd party promoter / event organizer	• Affiliate sales network
End User	Arts + Culture Aficionados, Lifelong Learners, Design Enthusiasts, The “Intellectually Curious”, Students, Families			



How You Can Participate

100 BLDGS Thought Leadership Platform

MEDIA FEATURES VR + AR + 3D + IMMERSIVE EXPERIENCES + INTERACTIVE ENGAGEMENT

EDUCATION + EXHIBITION + EVENTS + ENTERTAINMENT

DISCOURSE + INQUIRY + ENGAGEMENT

1

100 BLDGS DIGITAL COLLECTION

Modern Architecture Buildings Experiences + Archive + Original Media

100 BLDGS.COM ONLINE + APP

Thought Leadership Platform + Hub + Resource

CINEMA + STORYTELLING

2

3D IMAX FILM: "MODERN LEGACY" - a Modern Architecture Origin Story
Annual Awards Cycle + Theatrical Screenings + Education Engagement

DOCUMENTARY SERIES: "CHARRETTE"

Iconic Modern Origin Stories + Reality Design Competitions
Expanded Education and Engagement Media

GAME ENGINE + MEDIA PORTAL

3

IMMERSIVE DESIGN CURRICULUM + STUDIO

IMMERSIVE DESIGN COMPETITIONS + COLLABORATION

IMMERSIVE ARCHITECTURE EXHIBITION TOURING + INSTALLATIONS

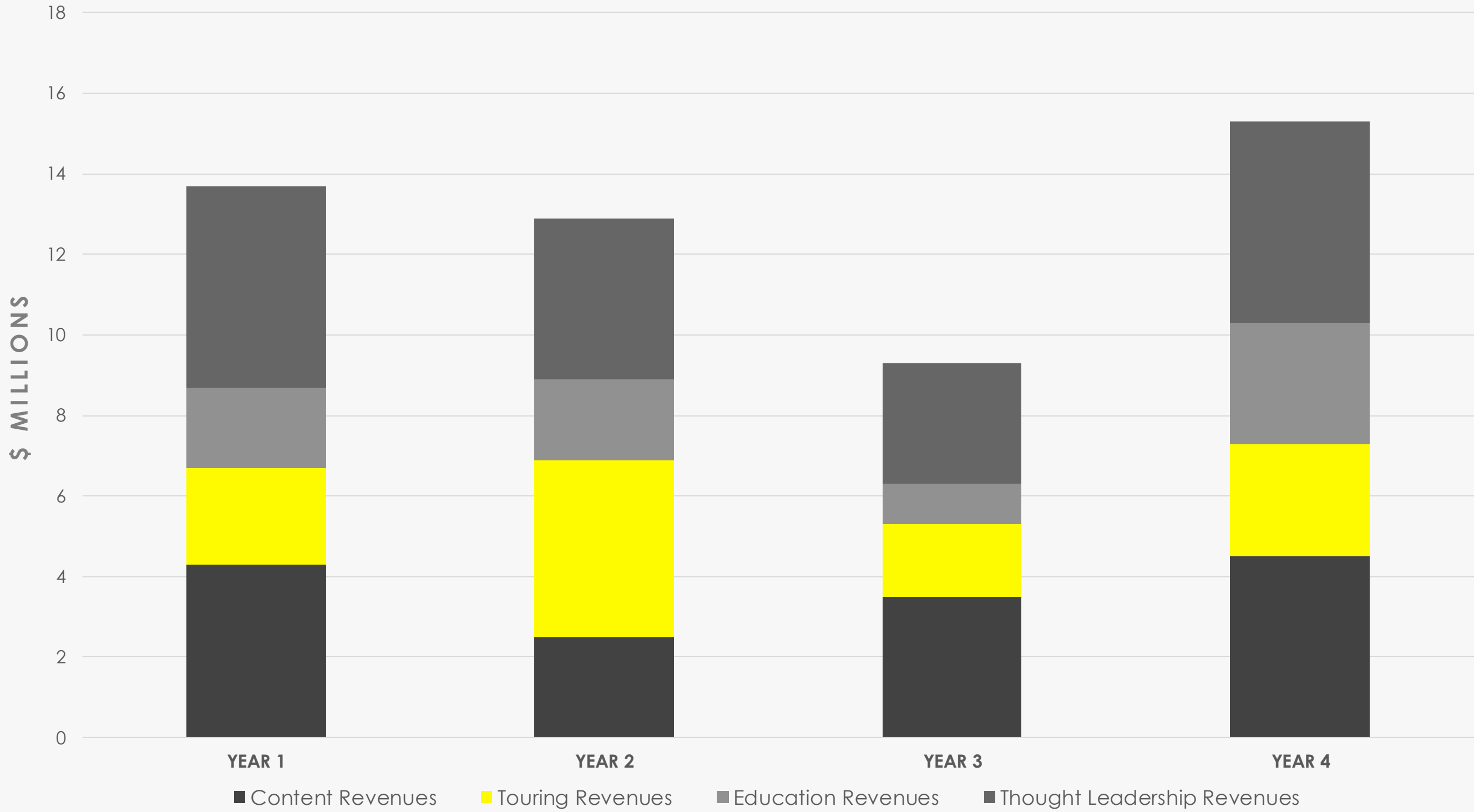
PREMIUM BRAND HOSTED

4

BRAND SPONSORED 100 BLDGS VIP Experiences + Exhibition + Events

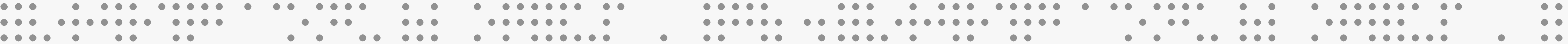
Financial Outlook

Revenue Streams

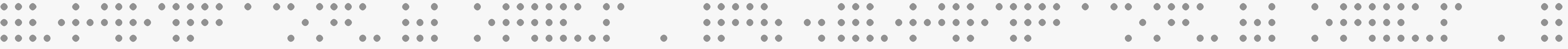
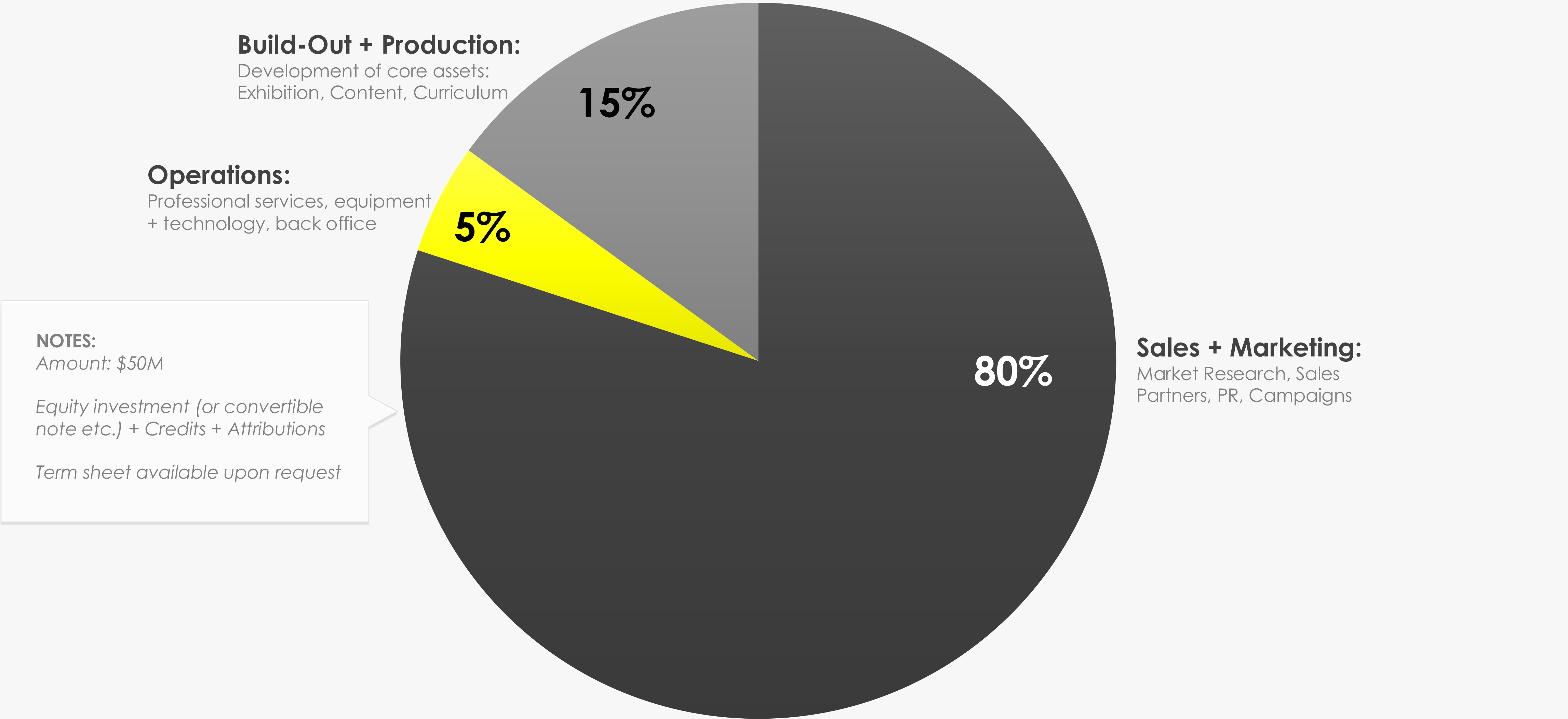


Platform Start-up Costs

Content	
3D IMAX Feature Film	\$20M
Docu-Series (8 episodes)	\$10M
Touring Exhibition	
Development + Design	\$2M
Merchandise	\$3M
Education	
Toolkit	\$100K
Online Course	\$500k



Use of Funds



Summary



Team

Curated and developed by the world’s most renowned architects and content developers



Legacy

Recognizing the most important architecture of the 20th century while inspiring the world to discover “what’s next”



Market Opportunity

Global platform delivering a mass affluent audience across multiple channels + touchpoints



Diverse Revenue Streams

Leveraging multiple high-growth verticals in the entertainment and education industries



LET'S TALK

