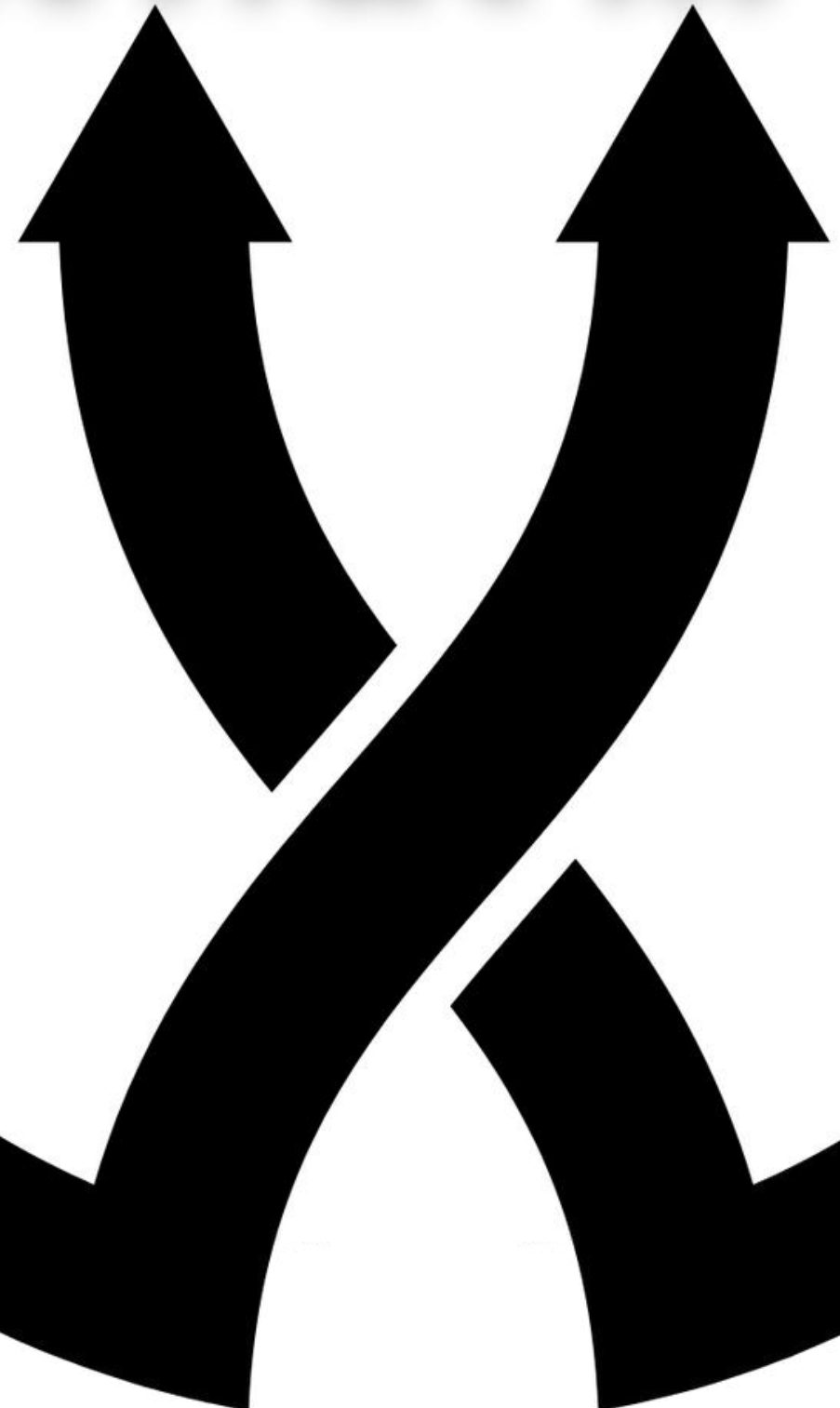


What IIF?



Invitation to Sponsor

"What IIF?" A Startup TV DocuSeries

We invite you to join us as a sponsor of "What IIF?", a groundbreaking show that follows three startups on their journey to revolutionize industries in med-tech, sustainability, and education.

Sponsorship Benefits:

- Gain visibility on major streaming platforms
- Align your brand with forward-thinking social enterprises
- Engage with millions of viewers across the globe
- Support critical sectors like MedTech, EdTech, and sustainability
- Access tax-deductible sponsorship options through IIF, a 501(c)(3) nonprofit



IIF - Impact Innovation Foundation: Empowering Social Innovation

IIF is a 501(c)(3) nonprofit organization committed to fostering innovation through social entrepreneurship. We empower startups addressing critical global issues by providing education, mentorship, and funding.

Our vision is to **accelerate the cycle of innovation** by supporting early-stage startups, ensuring they have the tools and resources needed to create scalable social impact. Through programs like our Education & Fellowship Program and Youth Initiatives, IIF is helping to **shape the future by nurturing the next generation of change-makers.**



What IIF: The Show

This DocuSeries follows 3 pioneering startups as they work to solve some of the world's most pressing challenges. Guided by the mentorship and education provided by IIF, these entrepreneurs navigate the ups and downs of launching a business, from securing funding to building market traction.

Key Show Highlights:

- **3 Innovative Startups:** MedTech, EdTech, & Sustainability
- **Real Challenges, Real Solutions:** A true depiction of the entrepreneurial and startup journey
- **Global Reach:** Distributed on leading streaming platforms to millions

This docuseries offers a rare behind-the-scenes look at how social entrepreneurs are transforming their industries and communities through innovative solutions.



Business Spotlight 1: AugLab

AugLab is pioneering AI-Driven Mixed Reality in Laboratories!

Aug Lab is devoted to transforming laboratory research by embedding Artificial Intelligence and Mixed Reality at its core. Their mission is to facilitate smarter, more efficient, and highly accurate lab environments, leveraging the full potential of advanced computing and immersive technologies to elevate scientific discovery and exploration.

Their vision is to not only change how laboratory research is conducted but to also accelerate the pace of scientific breakthroughs, contributing significantly to the global body of knowledge and human welfare.

By following AugLab, viewers get to join in on this exciting phase of their journey, as they leverage the synergistic power of AI and MR to unlock new possibilities in laboratory research and beyond.

Business Spotlight 2: C.E.L. Builders (*Ideation Phase*)

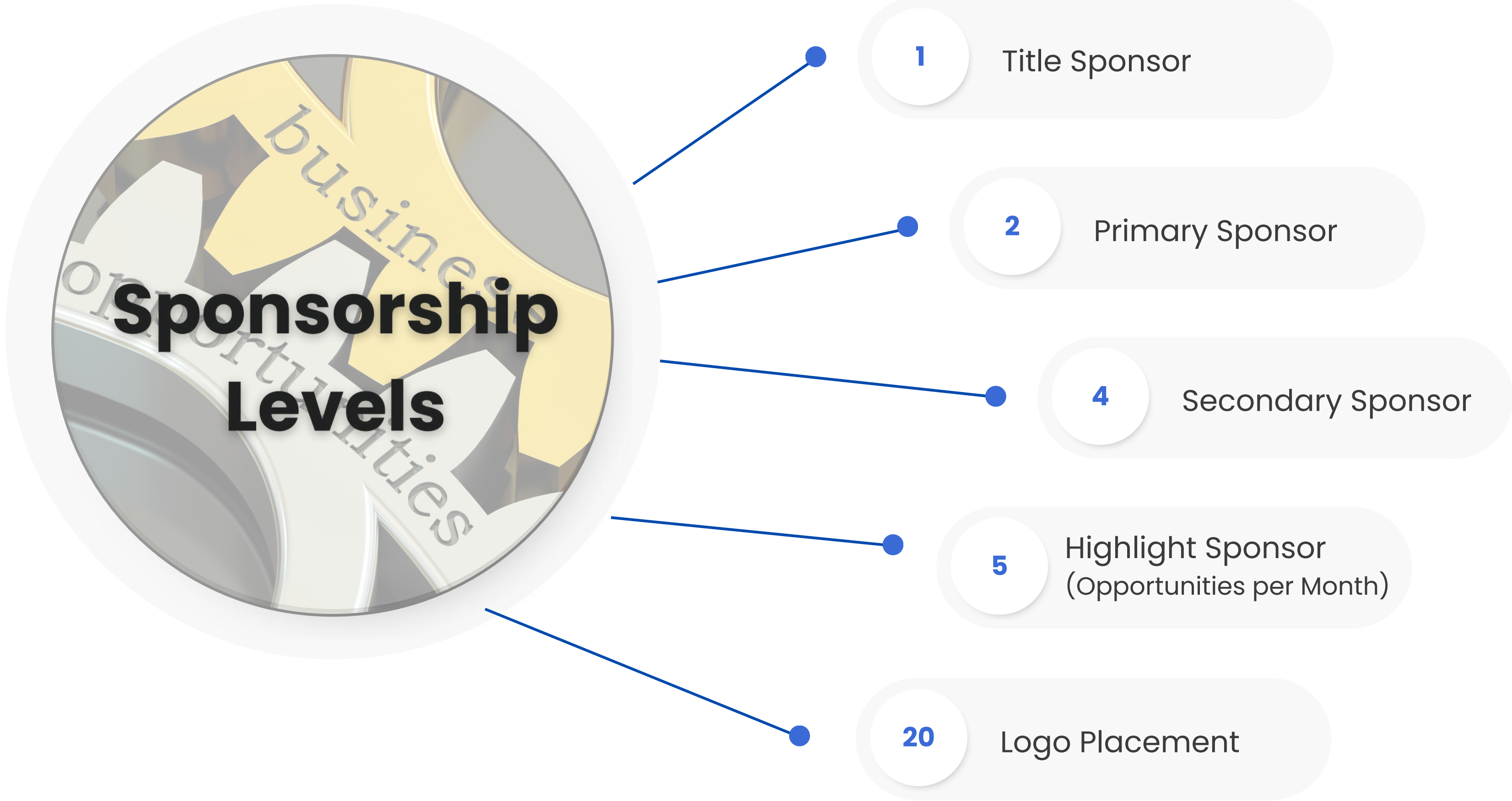
At **Culture, Equity, and Leadership (C.E.L.) Builders** their mission is to empower educational leaders with innovative technology solutions that enhance their ability to manage and lead their schools effectively. Their goal is provide educational software that supports administrators in monitoring instructional practices, analyzing student progress, and facilitating mentoring cycles. Their tools will strengthen support systems, foster meaningful parent involvement, and, most importantly, promote a culture of equity and leadership.

By following C.E.L. Builders, viewers can partake in the journey of prioritizing culture, equity, and leadership, where inclusive, thriving educational environments are being created for every student and educator to succeed.

Business Spotlight 3: Seriana Foundation (*Clean Drinking Water*)

The Seriana Foundation is dedicated to creating a world **where all individuals, especially children, have access to clean and safe drinking water.** With a strong commitment to water solutions, the foundation recognizes water as a fundamental human right and a crucial resource for community health and development. The Seriana Foundation advocates for innovative water conservation methods, such as Atmospheric Water Generation, to provide sustainable solutions that empower communities and promote resilience against climate change.

By focusing on women and youth empowerment, the foundation aims to foster leadership and collaboration, ensuring that every community can thrive despite environmental challenges. Viewers can watch as they work toward a brighter future.



Sponsorship Levels Explained For Our 10 Episode Show

Title Sponsor

\$1M For 1 Episode

\$10M For The Entire Season

The **Title Sponsor is our Exclusive Sponsor Level.** There can only be one per episode. **A company can be the sole sponsor for the entire season.** It is first come first serve.

- Exclusive naming rights ("Your Company" presents 'What IIF?')
- Prominent logo placement in opening and closing credits
- Multiple product/logo placements
- Mentions in promotional materials
- Website integration
- 2 Staff Mentors on the show
- Invitations to filming events

Primary Sponsor

\$500K For 1 Episode

\$5M For The Entire Season

The Primary Sponsor is only available to **two companies per episode.** A company can be a sponsor for the entire season. It is first come first serve.

- Prominent logo placement in closing credits
- Multiple product/logo placements
- Mentions in promotional materials
- Website integration
- 1 Staff Mentor on the show
- Invitations to filming events

Secondary Sponsor

\$250K For 1 Episode

\$2.5M For The Entire Season

The Secondary Sponsor is only available to **four companies per episode.** A company can be a sponsor for the entire season. It is first come first serve.

- Logo placement in closing credits
- Product placements
- Mentions in promotional materials
- Website integration
- Invitations to filming events

Sponsorship Levels Explained For Our 10 Episode Show

Highlight Sponsor

\$100K For 1 Highlight

\$1.2M For 12 Highlights (1 Highlight per Month)

The **Highlight Sponsor is featured at the end of a highlight trailer that is posted on our website and social media channels.** There can only be five highlight sponsors in one month. A company can be a sponsor for the entire year. It is first come first serve.

- Company name in closing credits
- Logo placement at the end of social media highlight
- URL placed in social media highlight posts
- Company Name On Website

Logo Placement

\$50K For 1 Episode

\$500K For The Entire Season

The Logo Placement level is available to **twenty (20) companies per episode.** When interviews are filmed, all logos for that episode will be displayed on the interview backdrop. A company can be a sponsor for the entire season. It is first come first serve.

- Logo featured on the interview backdrop in certain scenes
- Company name in closing credits
- Company Name On Website

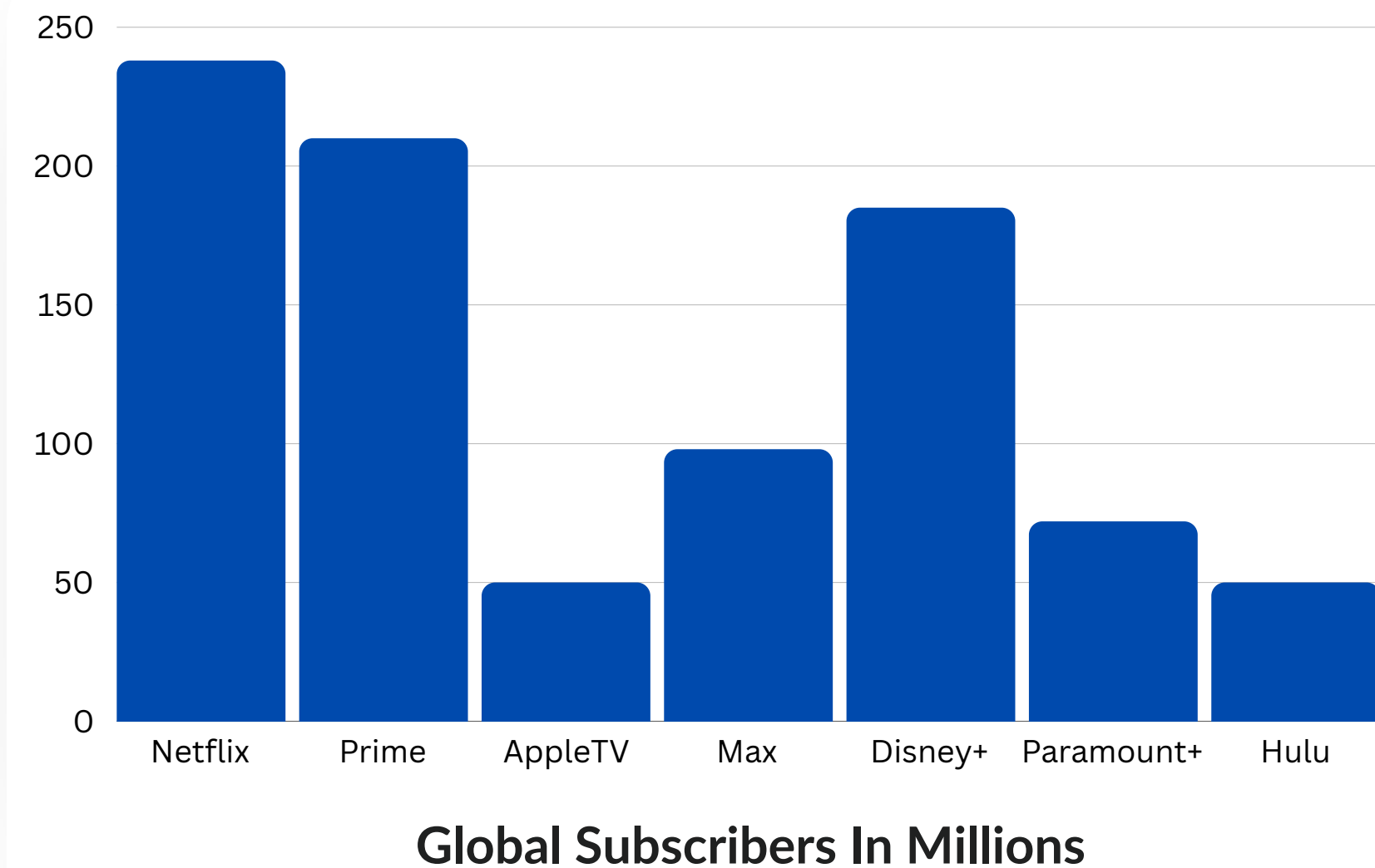


Your Global Sponsorship Reach

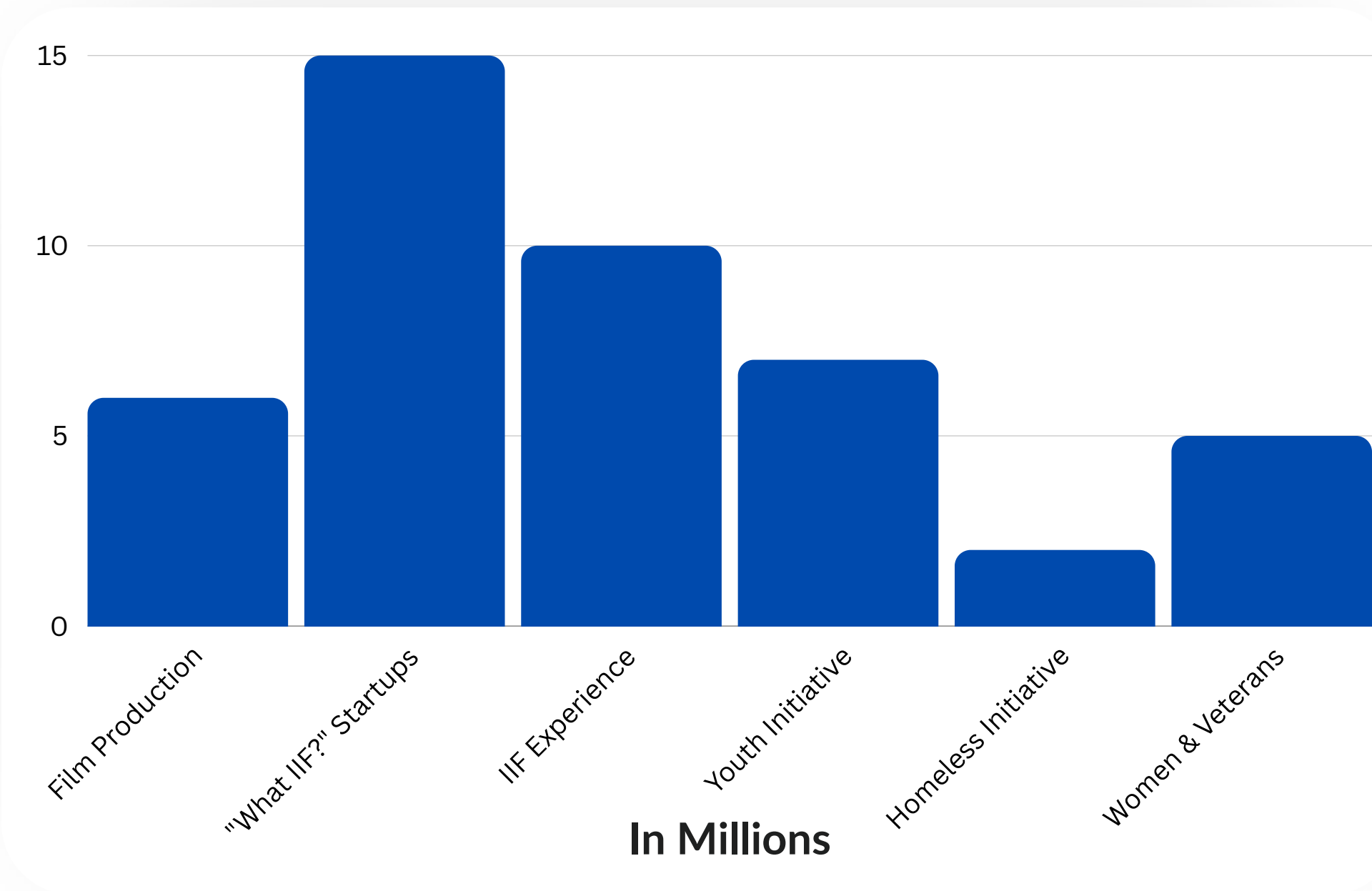
Sponsoring "What IIF? A Startup DocuSeries" presents a unique opportunity for your company to reach millions of engaged viewers in a rapidly growing and highly competitive market. The global streaming services market is experiencing significant growth, driven by the demand for original content and technological advancements.

The global streaming services market was valued at **USD 95.61 billion in 2023** and is projected to reach **USD 176.48 billion by 2028**, growing at a Compound Annual Growth Rate (CAGR) of 13.2%. This explosive growth offers sponsors access to a large, expanding audience actively seeking high-quality, original content across various platforms.

Sponsoring "What IIF?" offers your company a powerful opportunity to connect with a global audience, boost brand visibility, and strengthen your corporate social responsibility efforts, all within a fast-growing and highly competitive streaming market.



Use of Sponsorship Funds



\$6M	Film Production & Distribution Fees
\$15M	Put into the 3 Startups featured in Season 1 of "What IIF?"
\$10M	\$4.9M: The IIF Experience Education Program: 60 Startups Fellowship: 20 Startups \$1.6M for Research \$3.5M for the Innovation Fund to support Startup Alumni
\$7M	K12 Program: 750 Students Growth Achievement Program: 100 Youth
\$3M	The Innovation Housing Project: 20 Individuals & 7 Families
\$5M	Virtual Entrepreneurship Program: 1,500 Women Veteran's Program: 100 Veterans

The IIF Experience

The IIF Experience is a unique, comprehensive journey that supports social impact startups through a two-step process, offering both education and mentorship. Unlike traditional accelerator programs, IIF's approach is tailored to meet the specific needs of each startup, equipping them with the tools and resources required for long-term success.

Step 1: Education Program with Mentorship

Forms the foundation of the IIF Experience, offering a business-focused education designed to help startups build sustainable and impactful ventures. This program allows startups to learn essential business skills, enhance innovation, and develop creative solutions.

Step 2: Fellowship Program with Mentorship

A six-month immersive experience designed to prepare startups for launch. Participants create their Startup Launch Packet, a comprehensive business guide that outlines every aspect of their startup, making them ready to implement their plans and secure funding.



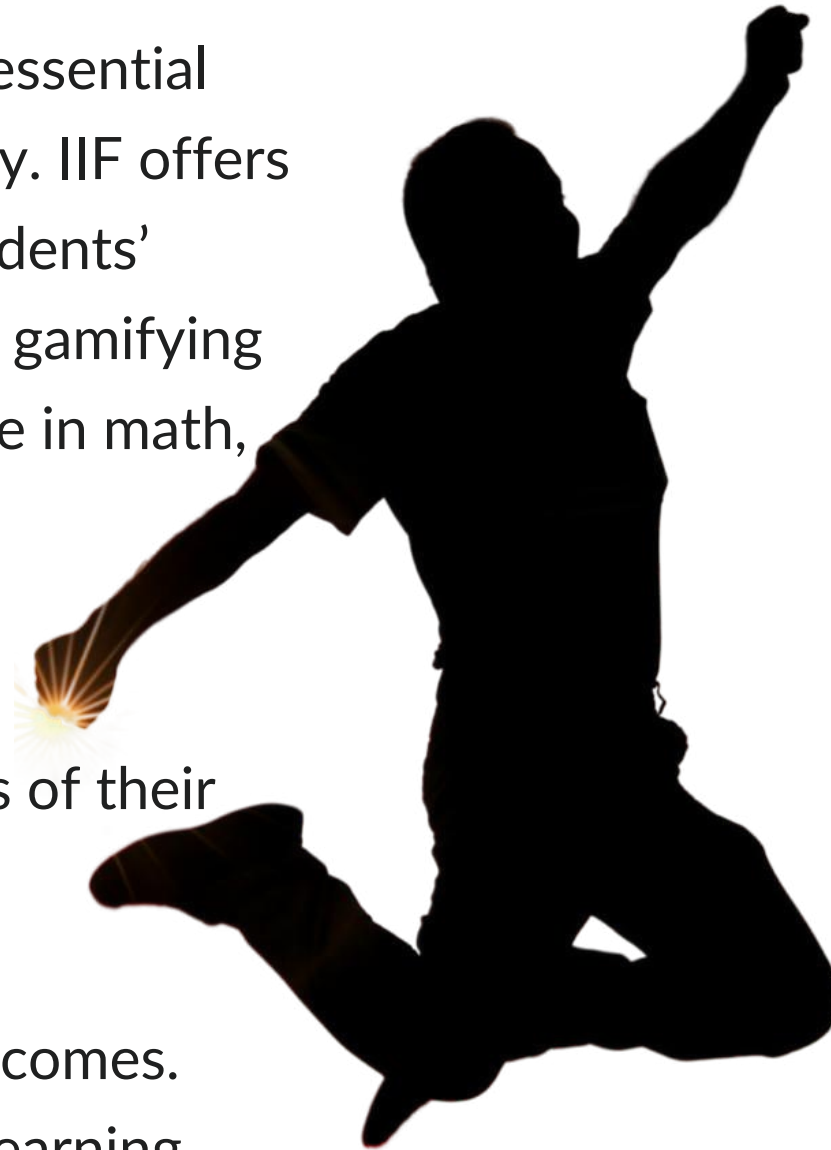
IIF with our Partners: Youth Initiatives

Close the Achievement Gap (K-12)

Addresses educational disparities by providing essential resources to help students succeed academically. IIF offers remote learning environments that improve students' literacy in math, reading, and writing, while also gamifying the learning process to increase their knowledge in math, language arts, science, and social studies.

Goals:

- Prepare students for the academic demands of their future studies and careers.
- Provide a supportive and engaging learning environment that enhances educational outcomes.
- Empower students to take control of their learning journey and achieve their goals through mentorship and incentives.



Growth Achievement Program (GAP): Zero to Hero

Equips youth and young adults (ages 13-30) with essential technology and entrepreneurship skills, ensuring they are prepared for future careers in the digital economy. **Program Focus Areas:**

- Software Development
- AI, AR, and VR
- Cybersecurity
- Digital Design & Content Creation
- Business & Entrepreneurship

Goals:

- Bridge the digital divide and provide high-quality education to youth from diverse backgrounds.
- Equip participants with technology skills that are in high demand in today's job market.
- Foster innovation and cultivate the next generation of leaders in the technology sector.

IIF with our Partners: The Innovative Housing Project

The Innovative Housing Project addresses homelessness by providing a holistic program combining **stable housing, vocational training, mental health support, and job placement**. The 12-18 month program equips participants with the resources needed to rebuild their lives, utilizing storytelling as a tool for healing through "Medicine in the form of Entertainment" by Akwire Media Group.

Program Components:

- Housing & Utilities (Months 1-18)
- Technology Support (Laptop & WiFi)
- Vocational Training
- Job Shadowing & On-the-Job Training
- Job Placement (Months 11-13)
- Mental Health Support (Ongoing)

Goals:

- Provide stable housing and resources
- Equip participants with job-ready skills
- Support mental health through creative expression

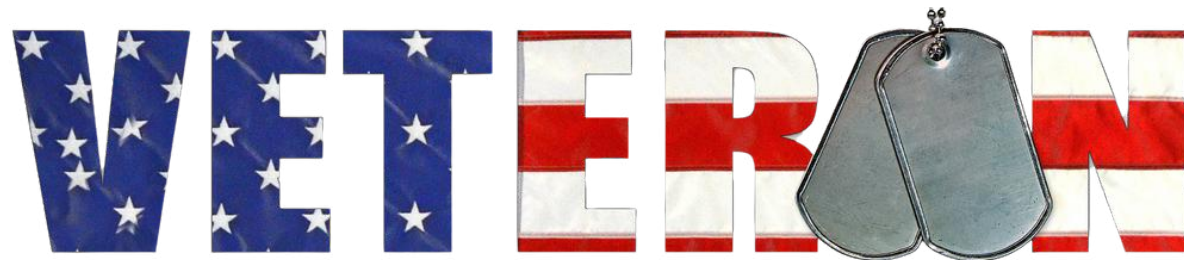


IIF with our Partners: Veteran & Women Initiatives

Veteran Pathways to Success

The Veteran Pathways to Success program supports veterans transitioning to civilian life by offering career development in IT Support, Programming, Project Management, Cybersecurity, Sales, and Entrepreneurship. The 12-18 month program equips veterans with technical skills and job placement support. **Program Focus Areas:**

- IT Support & Programming
- Cybersecurity
- Project Management
- Sales & Customer Service
- Entrepreneurship



Goals:

- Leverage veteran's skills in high-demand career fields
- Provide technical training and mentorship
- Ensure long-term career success for veterans

Women's Virtual Entrepreneurship Development Program

This Program has been designed to empower women in high-poverty areas in California and across 24 counties throughout the nation by facilitating the establishment of home-based businesses through virtual training, community support, and mentorship. This program aims not only to generate income for families, but also contribute to the economic growth of their communities.



The program utilizes virtual platforms for delivering training and support, making it accessible to a wide audience without the constraints of a physical location. The program actively engages with community leaders and organizations to identify and recruit potential participants. Our goal is to directly contribute to the economic upliftment of individuals and communities by creating new income opportunities and fostering a sustainable economic environment.

Thank You

By sponsoring "*What IIF? A Startup TV DocuSeries*," your company will play a critical role in advancing innovation in med-tech, ed-tech, and sustainability. Leverage your tax-deductible sponsorship to **elevate your brand in the rapidly growing streaming industry, projected to reach USD 176.48 billion by 2028.**

We look forward to discussing this opportunity further and exploring how we can collaborate to make "*What IIF?*" a success. Please contact us to schedule a meeting where we can discuss this opportunity in detail and explore how your company can become a key sponsor.

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