DROP.

Culture Venture Lab

The infrastructure culture has always been missing.

$200K	$1.5M	10	$75M+
Seed Round	Pre-Money Valuation	Assets In Pipeline	Modelled EV · Y10

Investor Deck · 2026 · Confidential

00 / THREE YEARS EMBEDDED

The Work Came First.The System Came From the Work.

Before DROP was an investment thesis, it was an operating reality. 150+ projects, 36 months inside Egypt's cultural economy — producing, advising, watching what broke and what compounded.

600M+	10B+	150+	$900K
Streams Generated	TikTok Views	Releases & Projects	Gross Revenue Generated

Projects include: Music Releases · Music Videos · Ad Scores · Events · Brand Campaigns

What Three Years Taught Us

— Most creators fail at decision discipline — not talent. The talent was never the problem. Saying yes to the wrong deal at the wrong moment was.

— Ownership fragmentation happens early — and fast. By the time anyone thought about IP, the window to own it cleanly had usually already closed.

— Capital arrives before structure — every time. Money moves toward momentum. Governance doesn't. That gap is where value gets destroyed.

— Governance reduces chaos immediately — when it's present. The assets we governed early are the ones that are still building.

> *"None of this was theory. Every failure in the portfolio brief existed first as a live mistake we watched happen — and then watched repeat itself. DROP is what we built so it stops repeating."*
>
> **— DROP, Founding Observation**

01 / THE UNCOMFORTABLE TRUTH

We’ve Watched $900K Move Through Culture.Almost None of It Compounded.

Three years embedded. The same failure, every time. Now we know how to stop it.

What We Saw — Three Years, 30+ Operators

Revenue appears, then vanishes. Attention scales, then fractures. A cultural moment that should have become an asset becomes a memory instead.

The problem is never the talent. It’s never the audience. It’s that nobody — not labels, not management, not investors — is structurally positioned to do the one thing that actually matters: govern the moment before it becomes irreversible.

A bad deal in culture doesn’t cost thousands anymore. It costs tens of millions in lost optionality — licensing deals that can’t happen, institutional capital that won’t engage, acquisitions that are impossible because the IP is entangled and the cap table is a wreck.

The Structural Gap — Why It Keeps Happening

- Audiences form before ownership is defined
- Capital arrives before governance exists
- Deals get signed before anyone asks what the asset actually is
- Momentum accelerates exactly when clarity is most needed
- Every existing player — labels, management, studios, funds — is incentivized to move faster, not slower
- None of them are built to govern the moment before it becomes irreversible

The Consequence

The most expensive mistake in culture is saying yes too early. The most valuable thing anyone can do is make saying no — clearly, structurally, permanently — the default.

30+	$900K	10	$0
Operators Worked With	Gross Revenue	Assets In Pipeline	Equity Capital Deployed For Stakes

02 / THE STRUCTURAL GAP

Culture Moves Faster Than Clarity.That Gap Is Where Value Dies.

A trillion-dollar global market where almost none of the spend converts into durable, governed, compounding enterprise value.

The Opportunity Is Not In Dispute

Culture is a trillion-dollar global market. In MENA alone, culture-linked industries represent tens of billions in annual spend. What's in dispute is why almost none of that spend converts into durable, governed, compounding enterprise value.

Artists get famous, then broke. Formats go viral, then vanish. Revenue appears for a season and leaves no asset behind. This isn't bad luck. It's structural.

The Inversion — Why Value Dies

— Audiences form before ownership is defined
— Capital arrives before governance exists
— Deals get signed before anyone asks what the asset actually is
— Every existing player is incentivized to move faster, not slower

Three Forces Converging Now

— Capital is cautious and wants governance
— Cultural formats are reaching national scale faster than ever
— The cost of bad early decisions has never been higher

A Governance Firm. A Creative Operating System.Both. At the Same Time.

DROP sits at the intersection of two things that have never been combined in this market: the structural discipline of institutional advisory, and the embedded presence of a creative infrastructure partner. Where labels optimize distribution, management absorbs chaos, studios scale execution, and funds price existing risk — DROP occupies the space none of them are built for: the moment before direction becomes irreversible.

What DROP Is NOT	What DROP IS
— A label that gets paid to distribute — A studio that scales execution — An agency that moves on commission — A fund that prices risk after structure exists — A management company that absorbs chaos	— A retained governance partner for cultural assets — A creative operating system artists move through — A clearing room: complexity enters, clarity exits — A disciplined holder of minority equity (10–15%) — The thing nobody else is built to do

What This Looks Like on a Tuesday

Someone comes to us — or we find them — with something that's working but unprotected. The audience is real. Money is moving. Offers are coming in. And they own almost nothing.

We map what they actually have. We tell them no to the deals that would cap them. We build the legal and financial container around the asset. We stay at the table for every structural decision after that. We take 10–15% equity and we wait.

DROP is a retained governance partner for cultural assets — we structure ownership, block bad deals, and hold minority equity until the asset is worth selling.

04 / THE SYSTEM

VAULT — The Filter That Converts Cultural BehaviorInto Governed Assets. Or Rejects It Cleanly.

Not a committee. Not a checklist. A staged, disciplined infrastructure with built-in kill conditions at every gate. Kill rate: ~35–38% of processes — intentional. The discipline is the moat.

#	FIELD	LAB	VAULT	CORE	FUND
01–05	Observe. Stay embedded with no ownership claims or capital pressure.	Stress-test people and behaviour under constraint. High kill rates intentional.	The Gate. Define the asset, lock ownership, block bad deals. Most things die here.	Formalize. Companies form as consequences of governance. DROP earns 10–15% equity.	Scale. Capital deploys only into governed assets and proven enterprises.

The Two Engines

01 — Governance Engine

— Creator brings an asset with real traction but no governance

— DROP structures ownership and blocks bad deals

— DROP earns 10–15% minority equity — governance, not capital

— Returns via dividends, buyouts, or strategic secondaries

— Current: CAI-RAW · Cairokee Store · TUL8TE Merch · WEGZ DAWRA · TAG IP · MOND IP · TUL8TE World · Wegz Merch

02 — Origination Engine

— DROP builds and fully owns the format IP from the ground up

— Artists and creators rotate through as collaborators — not owners

— The format IP belongs entirely to DROP, not to any individual

— Value compounds with every creator that moves through

— Live Proof: CAI-RAW Sessions — 100% owned by DROP. Format rights, archive, 6-city expansion.

Ten Assets. Four Categories. One System.

You are not betting on any of these assets individually. You are betting on the system that governs all of them — and identifies the ones that follow.

Asset	Type	Status	DROP Stake	Modelled EV (Mature)
CAI-RAW Sessions	Live Format IP	DROP-Originated · 100% Owned	100%	~$98K–$149K / yr (Y1–Y2)
CAIROKEE Store	Merch Venture	In Governance · Active	15%	~$89K–$138K at maturity
TUL8TE Merch	Merch Venture	In Governance · Active	10%	~$89K–$138K at maturity
WEGZ DAWRA	Live Format · Event	Pre-Admission · Pipeline	10–15%	~$98K–$149K at maturity
TAG IP	Music IP	In Governance · Active	15%	~$176K–$270K at maturity
MOND IP	Music IP	In Governance · Active	15%	~$176K–$270K at maturity
TUL8TE World	Creator World	Pre-Admission · Pipeline	10-15%	~$123K–$378K at maturity
WEGZ Merch Brand	Merch Venture	Pre-Admission · Clean Slate	10–15%	~$89K–$138K at maturity
INTIFADA GIG	Live Format IP	In Governance · Active	15%	~$98K–$149K at maturity
INTIFADA Brand	Merch Venture	In Governance · Active	15%	~$89K–$138K at maturity

Per-type EV at maturity (revenue × EBITDA margin × exit multiple). Blended weighted average across active portfolio: ~$113K (Y1) → ~$196K (Y2) → ~$291K (Y5) → ~$559K (Y10).

> *"The portfolio today is evidence the system works. The portfolio in three years — assets DROP hasn't admitted yet, artists DROP hasn't worked with yet — is what you are actually funding. Bet on the infrastructure. The assets follow."*

06 / INVESTOR RETURN SCENARIOS

Three Compounding Layers.None Requiring Additional Capital After This Round.

All figures modelled from the DROP Unified Financial Model v10. Returns compound across three layers simultaneously.

LAYER	MECHANISM	Y10 BASE VALUE (USD)
Layer 1 · Asset Equity	10–15% minority equity in each governed CreatorCo — earned via governance milestones, zero capital deployed	~$39.9M
Layer 2 · HoldCo Equity	10% of consolidated HoldCo when creator hits 3+ governed assets. ~128 cumulative HoldCos by Y10	~$23.6M
Layer 3 · Platform EV	DROP operating EBITDA (EGP 76M / ~$1.5M in Y10) × 8–10× multiple	~$11.7M
TOTAL DROP EV	**Combined enterprise value — the acquirable institution**	**~$75M (Base)**

P&L Trajectory — From Model

Year	DROP Gross Income (EGP)	Operating Costs (EGP)	EBITDA (EGP)	Status
Y1 · 2026	1,837,750	4,085,550	(2,247,800)	Building
Y2 · 2027	7,820,748	5,840,100	1,980,648	Break-even+
Y3 · 2028	11,731,122	6,891,318	4,839,804	Profitable
Y5 · 2030	26,395,025	9,595,471	16,799,553	Scaling
Y10 · 2035	98,002,878	21,952,114	76,050,765	Institutional

Exchange rate: EGP 50 = $1 (Y1), EGP 52 = $1 (Y2). EBITDA turns positive in Y2 (2027). Platform turns EBITDA-positive without requiring any additional equity raise after this seed round.

Scenario Comparison — DROP Enterprise Value

Scenario	Multiplier	Y5 DROP EV	Y10 DROP EV	Y10 Equity Portfolio	Y10 Distributions/yr	MOIC (on $130K first close)

CONSERVATIVE	0.65×	~$6–9M	~$60–75M	~$25–35M	~$500K / yr	~80–130×
BASE CASE	1.0×	~$9–14M	~$92–120M	~$45–65M	~$1.5M / yr	~150–200×
UPSIDE	1.45×	~$16–22M	~$165–220M	~$90–130M	~$3.5M+ / yr	~250–300×

MOIC calculated on $130K first close (bridge + initial seed tranche). Conservative scenario assumes 55% VAULT pass rate and lower HoldCo formation rate. Base case uses model defaults. Upside assumes 75% pass rate, faster HoldCo formation. Full 10-year model with all assumptions is in the data room.

HoldCo — Where Value Concentrates

When a creator accumulates 3+ governed assets, HoldCo formation is indicated. DROP earns 10% of the consolidated entity — at zero additional cost. Ownership of all underlying CreatorCos transfers to the HoldCo. The HoldCo is the acquirable unit.

Year	Cumulative HoldCos	Avg HoldCo EV (USD)	DROP HoldCo Portfolio (USD)
Y1 · 2026	~0.7	~$374K	~$26K
Y2 · 2027	~2.5	~$647K	~$162K
Y3 · 2028	~6.2	~$738K	~$455K
Y5 · 2030	~21.1	~$959K	~$2.0M
Y10 · 2035	~127.7	~$1.85M	~$23.6M

Capital Follows the Asset.The Asset Doesn't Chase the Deployment Clock.

The sequential fund model embeds a contradiction at the heart of DROP's thesis. A two-stage raise — bridge now, seed following — removes that contradiction permanently.

Why the Traditional Fund Model Fails DROP

- Deployment windows (2–4 years) create pressure to move before assets are ready
- Undeployed capital generates LP anxiety — VAULT's selectivity becomes a liability
- Fund horizons don't map onto the actual liquidity lifecycle of MENA cultural assets
- Blind pool commitments price DROP's judgment before the track record is long enough to justify them

What the SPV Architecture Delivers Instead

- No deployment clock — VAULT's pace is the only pace. Capital follows the asset, never the other way around
- Each SPV opens only when an asset passes VAULT and enters CORE — formation is a consequence of governance, not a trigger for it
- DROP's track record builds deal-by-deal, which is the evidence base that eventually makes a blind pool credible
- The Origination Engine has a dedicated capital reserve — DROP's own formats never compete for funding

Three-Phase Capital Roadmap

Phase	Timeline	Vehicle	Size
Bridge Round — NOW	Q1 2026 · Closes immediately	Convertible SAFE · 15% discount into seed	$50K
Seed Round	Q1–Q2 2026 · ~18-month runway	SAFE · $1.5M pre-money · $2M cap · ~11.8% dilution	$200K
Second Raise / SPV Pipeline	Q3–Q4 2026 onward · Rolling	Per-asset SPV · VAULT-gated · No deployment clock	$300K–1M+ per SPV
Fund 1 / Institutional Entry	Y3–Y4 · When track record earns it	Blind pool · MENA Cultural Platform	$10–25M

$250K Across Two Stages.Every Dollar Has a Function.

This is not one-dimensional capital. The bridge funds the formation sprint. The seed round finances 18 months of lean operations, the Origination Engine, and the SPV anchor reserve — three parallel lines that compound together.

$50K	$200K	$1.5M	~11.8%
Bridge · Closes Now	Seed Round	Pre-Money Valuation	Seed Dilution

Round Terms

Term	Detail
Instrument	SAFE (Simple Agreement for Future Equity) · YC template
Pre-money valuation	$1.5M — anchored in team track record + named artist relationships + 10-asset pipeline + first-mover position
Valuation cap	$2M — protects investors if a later investor prices at higher pre-money
Seed round target	$200K — $120K operating + $80K reserve (format capital + SPV anchor)
Bridge	$50K — acceleration capital. Converts into seed at 15% discount. Bridge investors get priority seed allocation.
Post-money (seed only)	$1.7M — pre-money $1.5M + seed $200K
Seed investor ownership	~11.8% post-money ($200K ÷ $1.7M)
Runway	18–24 months from seed close

Bridge Round — $50K (Closes Now)

Funds the Q1–Q2 2026 formation sprint while the seed closes. Pipeline assets are signing. Clearing rooms are running. This is acceleration capital — not distress capital.

Line Item	USD	% Bridge	Purpose
Founder draws · Q1+Q2 (both founders)	$13,000	26%	EGP 80K × 2 founders × 2 months ≈ $12,800.

			Full-time commitment covered.
Governance Lead · Q1+Q2 salary	$13,000	26%	EGP 65K/mo × 2 months. Most critical non-founder hire — cannot start without pay.
Legal retainer · Q1+Q2	$7,000	14%	SPV formations and clearing room agreements cannot proceed without counsel.
IP registration sprint · Q1	$5,000	10%	Trademark filings front-loaded before governance agreements signed.
CAI-RAW pre-production · Q1	$7,000	14%	Pilot episode + IP registration for DROP's 100%-owned format.
Overhead + contingency · Q1+Q2	$5,000	10%	Office, software, travel. Lean two-month operational baseline.
BRIDGE TOTAL	$50,000	100%	Fully deployed Q1–Q2 2026. Seed closes by Q2.

Seed Round — $200K Use of Funds

Part A · Operating — $120K (60%)	Part B · Capital Reserve — $80K (40%)
18-month lean team runway — Co-founder draws: $1,600/mo each (full-time, disclosed) — Governance Lead: EGP 65K/mo ($1,300/mo) — most critical hire — Finance & Compliance Manager: EGP 35K/mo (Q2 2026) — Legal partner retainer: EGP 20K/mo — Audit / accounting: EGP 8K/mo (grows with SPV count) — IP registration + overhead + contingency	**Strategic deployment — not savings** **80% — DROP-Owned Format Capital ($64K)** CAI-RAW full production (pilot + IP + brand): $35.2K Future format reserve (Y2+ opportunity): $19.2K IP protection + enforcement reserve: $9.6K **20% — SPV Anchor Co-Investment ($16K)** First HoldCo anchor (TUL8TE or Wegz): $9.6K Second SPV anchor reserve (pipeline): $6.4K

What This Capital Will NOT Fund

Scaling headcount · Growth marketing · Speculative content volume · Asset-level subsidies that aren't recoverable · Blind pool deployment on a timeline · Any capital that creates pressure to override VAULT

09 / WHY NOW

The Pipeline Is Live. Each Asset Is at Its Irreversibility Fork.The Price Changes After This.

You are being offered platform-level exposure before the track record is long enough to make it expensive.

#	Trigger	Why It's Now
01	DAWRA Is One Deal Away From Closing	The next sponsorship or broadcast deal will set IP ownership precedent. Without DROP's governance in place, the institutional window closes permanently.
02	TUL8TE's Replenishment Order Is Imminent	The replenishment decision right now determines whether TUL8TE World becomes a governed catalog or informal merch. Once units are produced without a registry, IP protection becomes retroactively impossible.
03	Wegz Merch Brand Has Never Launched	There is no Wegz merch brand today. The window to build it right — before any informal drop or distribution deal — is open. It closes the moment any informal channel is established.
04	CAI-RAW Season 1 Is Pilot-Ready	The format is documented. The production bible exists. One ungoverned episode contaminates the format IP for every city expansion that follows.
05	Capital Is Cautious — Governance Has Premium	Institutional capital in MENA has never been more selective. DROP's VAULT system is exactly what that capital is looking for.
06	The Platform Reprices With Every SPV That Opens	This seed is priced at $1.5M pre-money. Each SPV that opens and distributes reprices the platform upward — with a live track record, not a promise. That moment is now.

DROP.

Culture Venture Lab

> *"Culture in this region has always produced assets. What it never had was a system to protect them."*

The ten assets you've seen are not the pitch. They are the proof of concept. DROP is the system. The $250K raise funds three things simultaneously: the governance infrastructure that makes VAULT permanent, the Origination Engine that makes DROP an IP owner, and the SPV anchor reserve that makes DROP a co-investor in the best of what VAULT produces.

Invest now — before the infrastructure is obvious.

$50K Bridge · Now	**$200K** Seed Round	**$1.5M** Pre-Money	**~11.8%** Dilution (Seed)