



BUILDING BRIDGES ONE STORY AT A TIME

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CHAPTER 1

Our Mission



INTRODUCTION

Human beings are 99.9 percent identical in our genetic makeup. So that tiny point one percent is what makes us so interesting and unique.

The Stories from a Crowded Table Podcast and CrowdedTableStories.com build bridges through the power of storytelling. While we may look, speak and think differently we have a shared desire for connection, purpose, dignity and humanity.

OUR NAME:

During the pandemic, our dining room tables and living rooms were mostly empty. We look forward to “crowded tables” again where meals, stories and friendship can be shared.



“Stories have a transformative power to allow us to see the world in a different way than we do if we just encounter it on our own. Stories are an entry point to understanding a different experience of the world.”

CLARE PATEY, THE EMPATHY MUSEUM





1

CHAPTER 2

Why Storytelling?



“Sharing our individual stories, whether with friends, family, total strangers, and even people we don’t like — or think we don’t like — builds understanding, empathy, and connection with others”

ANYA SLEPYAN FROM DAILY YONDER

CHAPTER 2 | Why Storytelling?

1

THE POWER OF
STORYTELLING

2

WHAT WE DO

3

INVESTMENT
OPPORTUNITIES



CHAPTER 2 | Why Storytelling?

1 THE POWER OF STORYTELLING

It's common to be drawn to social circles made up of people who are similar to us in terms of preferences and personality. But strengthening our experience of shared humanity means we should aim to expand our interactions to include people who are different from us.

This could mean reaching out to people from other cultures or backgrounds, and in general, from any group you may have pre-judgements about. If the idea makes you feel uncomfortable, you can always start by listening to their stories.

- From Dee Marques/Happiness.com





2 WHAT WE DO

Crowded Table Stories is a groundbreaking online storytelling platform and podcast that will feature talented and inspiring storytellers from all over the U.S. and beyond.

The affiliated social media pages/website will showcase vast user generated content, extended scenes from the podcast, a robust store and more.

- TikTok
- Facebook
- Instagram
- YouTube
- www.crowdedtablestories.com



FROM DEE MARQUES/HAPPINESS.COM

A black desk lamp is positioned on the left side of the slide, angled downwards. It casts a wide, conical beam of light that illuminates the text below. The lamp has a simple, modern design with a curved neck and a adjustable shade.

“

In these divided times, it's important to focus on commonalities rather than differences. This doesn't mean that we should try to erase differences, but rather that we should embrace them... ”

3 INVESTMENT OPPORTUNITIES

An equity stake of up to 20% of the company is available to investors at this time. Please join us as we build a positive movement of people who believe that by sharing stories we can build bridges, find common ground and celebrate diversity.



3

CHAPTER 3

Our Team

NEIL WILLENSON: CREATOR AND HOST



Neil Willenson is a nationally known non-profit founder, corporate executive, public speaker and actor. He is an organization creator and builder who approaches all projects with creativity, innovation, collaboration, strategic thinking, and kindness.

As the Founder of Camp Heartland (now called One Heartland), Willenson led a national non-profit organization that made a year-round and life-long difference for children impacted by HIV/AIDS. During his time leading the organization, the organization raised 45 million dollars and provided hope and healing to 6000 children. He is also Co-Founder of Camp Hometown Heroes, a national summer camp for children of fallen U.S. service members as well as Co-Founder of Camp Reunite, a groundbreaking program for children who have an incarcerated parent.

Willenson was a blogger for the Huffington Post:

<https://www.huffpost.com/author/neil-willenson>

Willenson was the Founder of the good news social media platform www.powerofhumans.com During his time as Founder & Editor, the platform secured 107,000 followers on Facebook.



Beginning in musical theater and opera performance, Teresa Sammarco entertained audiences on stage, in national tours as well as on camera through commercial acting. A self-proclaimed “horrible waiter”, she volleyed her stage makeup skills into freelance jobs between shows. This led to a successful career in artistry and management, where she quickly built a clientele including some of the most recognizable faces in the business. Her work creating looks for high fashion editorial, print advertising, films and commercials evolved into additional work as a talent scout for actors and models, a producer for photo and video shoots, and a global educator and freelance artist.

In 2015, Teresa helped launch the successful startup Wantable as the company’s chief consultant. In this role, Teresa wore many hats – buyer, content creator, blogger, vlogger, producer/director for photo shoots and more. For the past several years Teresa has devoted herself to freelance life, allowing her the time and space to come on board with Crowded Table Stories. We’re thrilled to add her creativity, artistry and professionalism combined with her passion for people and sharing their personal tales.

A mother of two, Teresa has been an active volunteer and motivational speaker and writer on behalf of childhood cancer research in honor of her daughter who is a survivor. In her spare time, Teresa managed to become a best-selling and award-winning author. Her children’s book, *The What If Book*, won Honorable Mention in the Eric Hoffer book competition. She is also published in *Milady’s Guide to Cosmetology*, now in its fourth reprint, and traveled nationally as a speaker teaching this important work to large and small groups of professionals.

Teresa continues to sing for special events and had the honor of singing the National Anthem for the Brewers vs Cubs game the year they went to the World Series!

MEET OUR BUSINESS PARTNERS

To help ensure success, we have secured industry leading business partners to assist with podcast creation, strategy, and social media audience growth & monetization.



iRONICK MEDIA: OUR PODCASTING BUSINESS PARTNER



iRONICK MEDIA is partnering with Stories from a Crowded Table on our monetization efforts, podcast placement on national networks, show format, and production considerations.

With over 16 years of podcasting experience, Marc Ronick provides a unique perspective and understanding of podcasting, the podcast industry, and podcast audiences. From genres such as entertainment & news, medical & spiritual, and sports & politics, he has been a part of just about every type of podcast and every type of challenge. Podcasting is his passion and there is nothing more exciting to Marc than empowering a podcaster to go from a vision to reality.

DISRUPT MEDIA: OUR SOCIAL MEDIA BUSINESS PARTNER

paul pousha

engagement lead
the curious, data-loving architect

Paul Pousha offers tested leadership from running large teams of award-winning omni-channel brand experiences. With a passion for technology, he is known for accelerating client growth with digital strategies for end-to-end solutions that improve all customer touchpoints – ultimately delivering a more effective brand story. Whether working with Taco Bell to launch its most successful product ever or evolving a hobby into a bigger initiative to promote pollinator health, Paul is recognized for orchestrating dynamic initiatives that make a difference and embrace new tools for engagement.

Role for Crowded Table Stories:

- Team and project architect



scott baitinger

innovation lead
the creative/CMO hybrid

The ultimate mix of marketer, agency leader, consultant and entrepreneur, Scott Baitinger has a unique perspective about combining creative, digital, e-commerce and cross-channel strategy to impact behaviors through unmatched customer experiences. Grounded in his rare background of having been both an agency creative director and client-side CMO, he leads client marketing strategies within Disrupt's new agency model, working to make the new customer acquisition process digitally traceable and scalable. In his past role as VP of Marketing of Marcus Investments/CMO of Verlo Mattress, he created business road maps, marketing strategies, site selection, goal setting, product and service line creation and production of various business initiatives.

Role for Crowded Table Stories:

- Social media strategy and production oversight



kris ender

design lead
the energetic perfectionist

Kris Ender brings her passion for using design to solve problems to every client project, experimenting with options that visually communicate a message in a clean, simple way for maximum impact and clarity. Her keen eye for blending the right message with the right design benefits client brand teams eager to make a statement or change a behavior as well as corporate teams leading employee engagement, career development and executive leadership efforts. With 20 years supporting both B2B and B2C clients, her flexible yet detailed approach involves harnessing audience mindset, evaluating the channel or physical environment and then creating materials that resonate and spark response.

Role for Crowded Table Stories:



bill kresse

creative lead
the creative tee-to-green visionary

Bill Kresse brings more than 30 years of experience crafting strategically creative and high-concept award-winning campaigns. From professional basketball to food and beverage to banking to healthcare to arts and entertainment, Bill knows how to develop relevant, provocative and memorable campaigns that move people, provoke engagement and interaction to build brand loyalty authentically. His unruffled focus and ability to unleash originality result in creative concepts that don't settle for par. With respected tenure and peer recognition, Bill leads creative strategy for cross-functional client challenges at Disrupt.

Role for Crowded Table Stories:

- Creative vision and oversight



andrew rose-ranki

technology lead
The persevering business engineer

A disciplined optimizer, Andrew Rose-Ranki leads operationally sound, visually compelling, brand-centric technology solutions to grow startups and serve clients with a unique collaboration of growing reach, exposure and online market share. Pulling from his decade-long experience as a CEO, Andrew understands the intricacies of organizations and how to fine-tune them with a combination of creativity and data. He focuses on private equity, venture capital, franchise, retail services, security and e-commerce and is Disrupt's bilingual strategist for companies serving English- and Spanish-speaking markets.

Role for the Crowded Table Stories:

- Technology counsel



DISRUPT MEDIA: OUR SOCIAL MEDIA BUSINESS PARTNER



Communications & Awareness

- Brand development
- Design and creative
- Traditional and digital advertising
- Strategic communications
- Public engagement (media, influencer, analyst, community, social)
- Executive visibility and thought leadership
- Full-suite digital and social marketing

Products & Services

- Product and service innovation
- Digital innovation
- Digital design
- Application design
- Systems architecture
- Analytics and data science

Operations

- Customer experience strategy and transformation consulting
- E-commerce and web infrastructure
- Emerging experiences and connected environments
- Customer service analysis
- Retail/footprint strategy

DISRUPT MEDIA: OUR SOCIAL MEDIA BUSINESS PARTNER

The strongest activations are grounded in research that informs operational and creative decision-making criteria. After evaluating all input, there's an opportunity to strengthen the brand's social media presence and community growth through:

1 Research

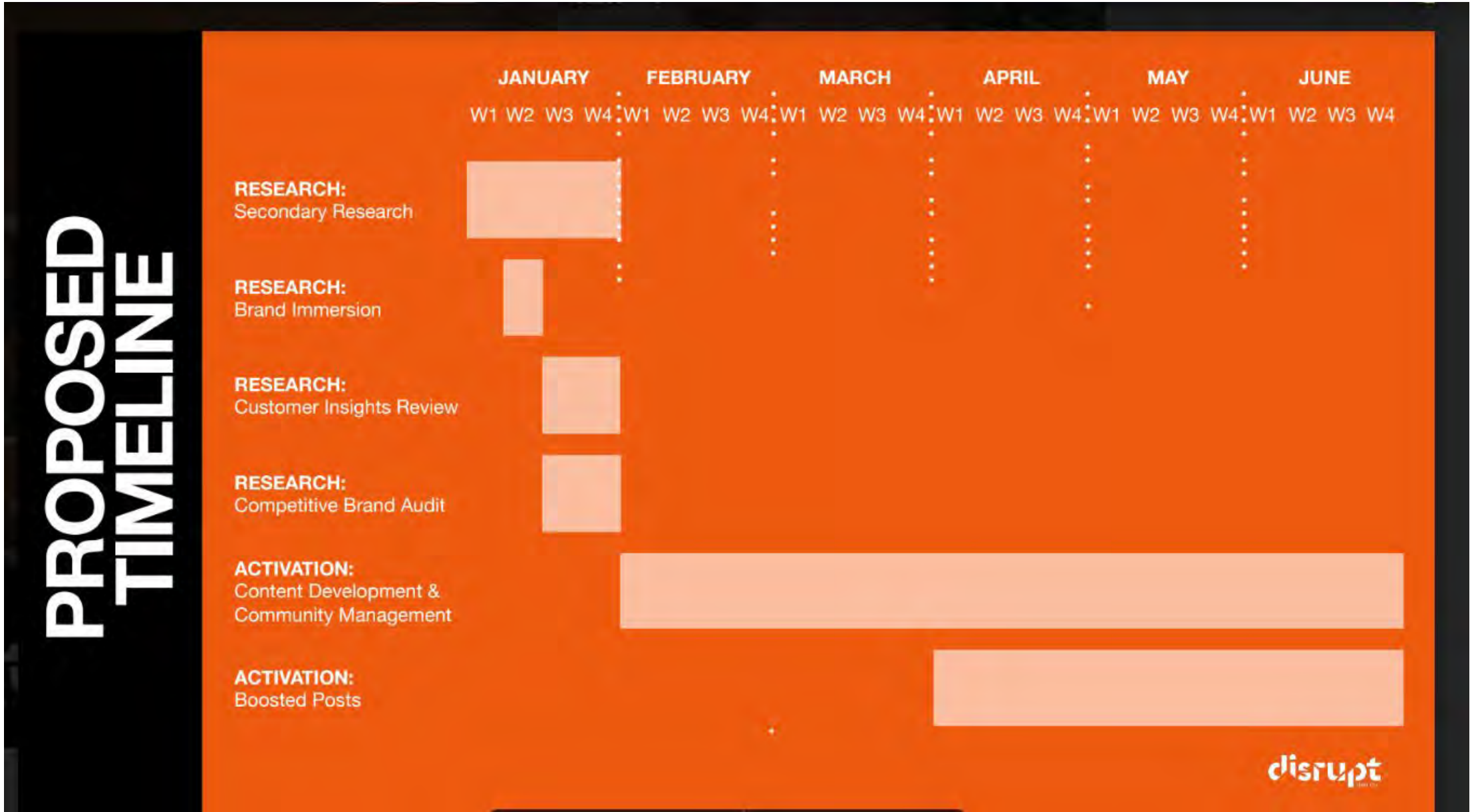
- Transition & Triage
- Brand immersion
- Customer insights review
- Competitive brand audit

2 Brand Positioning

- Identify Brand Archetype & Create Social Voice

3 Activation

- Content Development & Community Management



DISRUPT MEDIA: INDIVIDUALLY AND AS A TEAM, WE'VE DRIVEN RESULTS WITH DISRUPTIVE IDEAS.



4



CHAPTER 4

Our Business
Assets



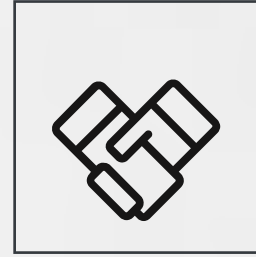
OUR IDENTITY



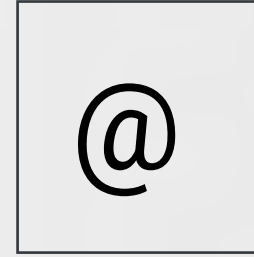
PODCAST



WEBSITE



USER GENERATED
CONTENT



SOCIAL MEDIA





OUR IDENTITY: COLOR PALETTE

We chose this color palette after working with a variety of color combinations. The most important aspect of this project's identity was to create a warm, inclusive and welcoming look/feel for our users. The different shades of brown represent the different cultures/ethnicities of our target audience.



OUR IDENTITY: FINAL ICON/LOGO

The purpose of this logo is to showcase an individual tables containing people of all background and ethnicities. The soundwaves represent the storytelling /listening and the heart represents the shared humanity that evolves as a result.





PODCAST

Stories from a Crowded Table is an inspirational, fun and powerful show with talented storytellers and everyday people from all walks of life.

The guests include people from different races, faiths, genders, age groups, sexual orientations, socioeconomic backgrounds and more.

Each episode will also feature stories submitted online by our followers, “person on the street” interviews and more.

With an unscripted and organic format, Stories from a Crowded Table is innovative and very timely, given the divisions in our country right now. By sharing our stories, we are sharing our humanity. There is great power in a shared story.



BUILDING BRIDGES ONE STORY AT A TIME



WEBSITE

www.crowdedtablestories.com will be a highly engaging, moderated and regularly updated website promoting our podcast, extended scenes from the podcast, user generated stories, a store and much more. Monetization through sponsorship, advertising and affiliate sales is a major focus of the web site.

Viewers will know that when they visit our website they will find hundreds of inspiring, powerful, and funny stories told by diverse people from all over the world. We will be the one-stop shop for storytelling videos.



BUILDING BRIDGES ONE STORY AT A TIME



WEBSITE MONETIZATION STRATEGIES

1. Paid Sponsorships
2. Advertising banners
3. Store
4. Affiliate Sales such as Amazon.com for books, tablescapes
5. Wine sales including the wine we drink on the show itself
6. Google Ads framing our embedded videos



USER GENERATED CONTENT: VIDEOS AT NO COST

We are encouraging professional speakers, storytellers and everyday people to submit their stories to us for use on our website, podcast and social media channels.

We are already receiving submissions from people all over the U.S. who are willing to share a story with us at no cost. As we move forward we will focus great energy on securing as many “UGC” user generated stories as possible.



Building Bridges
One Story at a Time.



**Everyone Has a Story.
Please Send Us Yours!**

Message us on Facebook, Instagram,
or TikTok for details on how to
submit your 1-2 min. video.
[@crowdedtablestories](https://www.instagram.com/crowdedtablestories)

SOCIAL MEDIA

With monetization in mind, we will invest energies and funds to build a highly engaged audience on YouTube, Facebook, TikTok, Instagram, and possibly other platforms. Each platform has different monetization opportunities and through partnership with Disrupt Idea Co. we will aggressively pursue audience and revenue generation.





SOCIAL MEDIA: YOUTUBE



Crowded Table Stories - Storyteller #1:

Andre Pirtle speaks about the importance of family.

"Jobs change, careers change but the family you have is forever."

- Andre Pirtle.

Motivational speaker and youth pastor Andre Pirtle shares the importance of remembering to cherish our family.



SOCIAL MEDIA: YOUTUBE



Crowded Table Stories - Storyteller #2:

Ma'Riyah is an incredibly talented
13-year-old chef

Meet Crowded Table Stories - Storyteller #2:
Ma'Riyah is an incredibly talented and visionary
13-year-old chef who has owned her own
catering business, Royal Dishes By Riyah, for
the past two years. Some storytellers tell their
stories through poems, speeches or songs
while others may tell a story by sharing a
delicious meal.



SOCIAL MEDIA: YOUTUBE



Crowded Table Stories - Storyteller #4: Maddie's Inspiring Coming Out Story

Meet Crowded Table Stories Madelynn Ayen - Storyteller #3. She shares her personal journey to Acceptance, Pride and Self Love. We're so honored to have Maddie share her personal story with us! (Photo courtesy of Jem Photo/Beth Ayen Photographer)



SOCIAL MEDIA: YOUTUBE



Crowded Tables Stories - Storyteller #4:

Adrienne Pierluissi -
from Passenger to Future Pilot.

"I think representation matters. I think the more women are seen in positions that were normally not used to seeing them the better it is for our future."

- *Adrienne Pierluissi*

Meet Crowded Table Stories - Storyteller #4 Adrienne Pierluissi. Adrienne shares how she was inspired to go from a passenger to future pilot.

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CHAPTER 5

Opportunities/
Risks



WHY A PODCAST?



MONETIZATION STRATEGIES



CASE STUDY



TOP PODCASTS



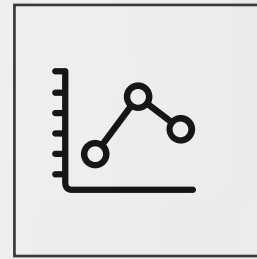
RISK FACTORS
MITIGATION
STRATEGIES



INGREDIENTS
FOR SUCCESS



YEAR ONE BUDGET

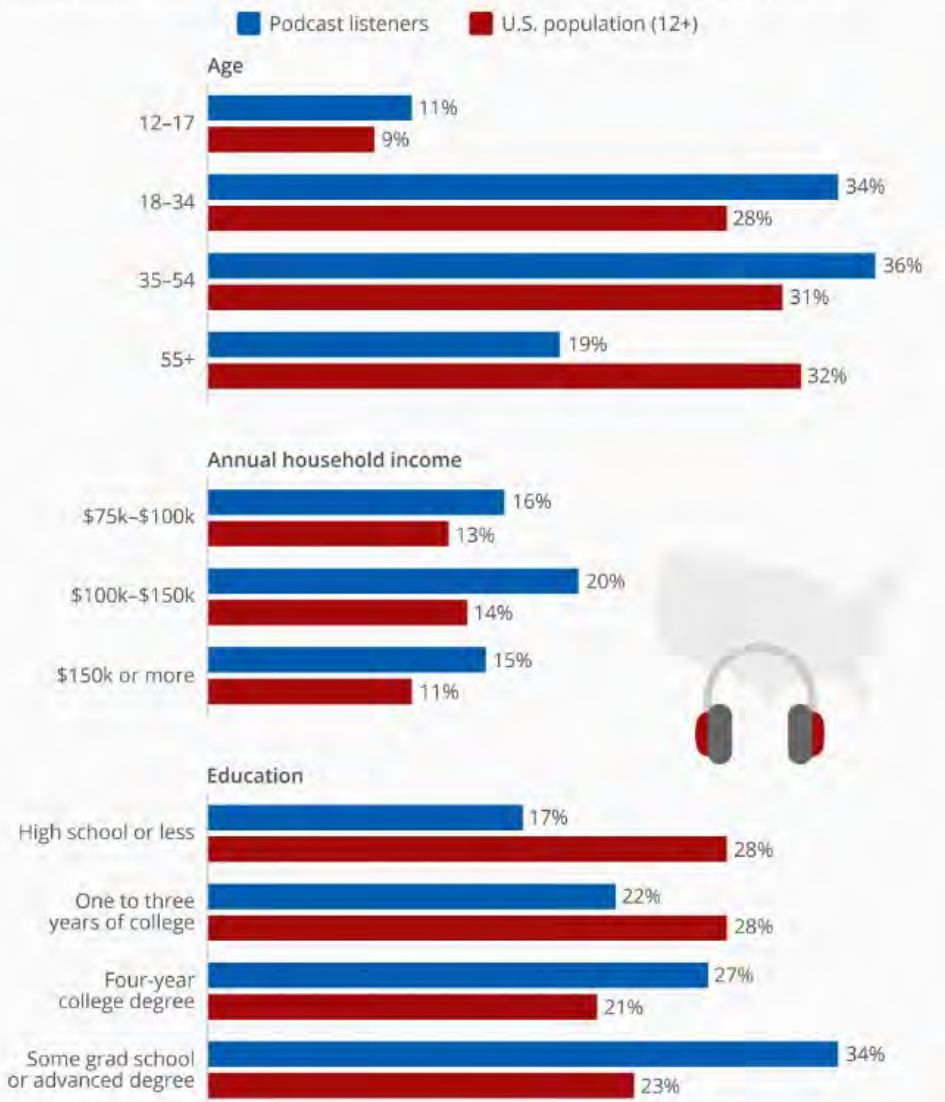


MEASURING
SUCCESS



Podcast Listeners Are Young, Educated and Affluent

Composition of monthly podcast listeners compared to the general U.S. population



Based on a survey of 2,000 Americans aged 12+ conducted in January and February 2018. Source: Edison Research. @StatistaCharts

WHY A PODCAST?

The global podcasting market is expected to grow from \$15.62 billion in 2021 to \$20.32 billion in 2022 at a compound annual growth rate (CAGR) of 30.10%. The podcasting market is expected to grow to \$58.31 billion in 2026 at a compound annual growth rate (CAGR) of 30.15%.

Source: ReportLinker https://www.reportlinker.com/p06318530/?utm_source=GNW

More than 162 million Americans have listened to a podcast. As access to podcasts has become so easy in many different format, the demand for podcasting is increasing rapidly.

Source: <https://www.demandsage.com/podcast-statistics/>

Podcasting is popular with younger audiences who represent a coveted advertising demographic.

MONETIZATION STRATEGIES



1. Sponsorship Revenue
2. Product Integration such as wine, tablescapes seen on the show, merchandise and more.
3. Advertising during the podcast itself. Industry average is \$18 for a 30-Second Ad per 1000 listeners. (70/30 split)
4. YouTube Monetization of podcast videos
5. Membership Fees/tiers
6. Asking for donations
7. “SuperThanks” on YouTube. Viewers can provide funding to podcasters during World Premiere and Live videos.
8. “Stars” on Facebook. Followers can provide payment via “Stars” to any videos on Facebook
9. Live Events such as an in-person storytelling series.
10. Affiliate links on our web site such as Amazon.com store featuring our Storytellers’ books.

Source: <https://castos.com/monetize-a-podcast/>

2022 OVERVIEW

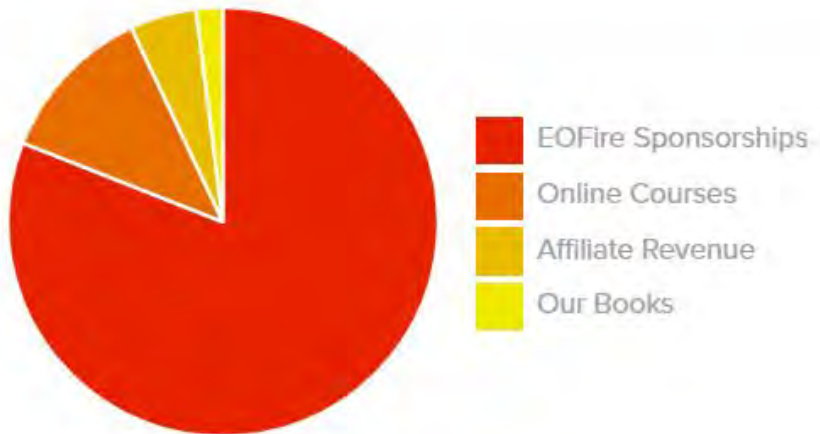
🔥 Total Income for 2022

Gross Income: \$2,270,765
Net Income: \$2,051,258

🔥 Since the 2012 launch of EOFire

Gross Income: \$24,158,514
Net Income: \$18,594,954

Top Revenue Streams For 2022



CASE STUDY: EOFire

Neil Willenson was a guest years ago on a podcast that has earned net income of more than 18 million dollars in the past decade:

Entrepreneurs on Fire. This is a great model for the potential of a podcast to generate revenue through several different streams ranging from sponsorships to live events.

<https://www.eofire.com/podcast/neilwillenson/>

EOFire John Lee Dumas chats with Neil Willenson Buy JLD's book!

Neil Willenson: How to Go from Success to Significance

November 9, 2014

Neil Willenson is a national non-profit leader who is the Co-founder of Camp Hometown Heroes, a free summer camp for children of fallen U.S. service members. He is also Founder of the national charity, One Heartland, an organization that makes life better for children affected by HIV/AIDS and others facing obstacles.

Subscribe to EOFire

Apple | Google | Spotify | Stitcher | iHeart



TOP PODCASTS FOR REVENUE GENERATION (2022)

- 1) The Joe Rogan Experience (\$30 million) ...
- 2) My Favorite Murder (\$15 million) ...
- 3) The David Ramsey Show (\$10 million) ...
- 4) Shepard Armchair Expert (\$7 million) ...
- 5) The Bill Simmons Podcast (\$7 million) ...
- 6) Chapo Trapnetwork (\$2 million) ...
- 7) The Tim Dillon Show (\$1.3 million)

Source: <https://www.beaconinside.com/how-much-do-podcasters-make/>

RISK FACTORS AND MITIGATION STRATEGIES

- RISK:** The podcasting market is dense and many “podfade” (stop production) after only a few episodes.

MITIGATION: *We are passionate about storytelling and are committed to launching, cultivating and growing this podcast and platform for many years to come.*
- RISK:** The financial cost of a video podcast is far higher than an audio only podcast.

MITIGATION: *Depending on the amount of investment secured, we can adjust the type of podcast we produce. If significant funding is achieved, we can move forward with a video podcast. If less investment is secured, we can move forward with audio only or a podcast with lower end video. For instance, we can create a podcast simply using audio clips from the user generated videos we are receiving. We will be nimble and course correct as required.*
- RISK:** Depending on the amount of investment secured, our “runway” could be short. To launch a nationally known brand with massive traffic and engagement, we need a full time staff. It is important to monetize rather quickly to keep “the engine running.”

MITIGATION: *We will adjust our business strategy based on the amount of investment secured and ongoing revenue generated. As our creative team has significant ownership of the company, we have the motivation to succeed. Each of us is investing personally in the platform through vast contributions. We have “skin in the game” and are currently all working for free as we believe in the potential of Crowded Table Stories.*

INGREDIENTS FOR SUCCESS



- There is desire for common ground and bridge building given recent divisions in the U.S.
- The podcasting market is growing significantly with new monetization opportunities.
- Videos submitted by followers (UGC – user generated content) is low cost or no cost and helps expand the awareness of our platform similar to what HuffPost did with 80,000 bloggers years ago. Each person featured on our platform shares their featured posts with their social network.
- Business Partners iRonick Media and Disrupt Idea Co. have vast experience in this arena.
- The creative team have decades of collective experience in web design, audio and video production, content creation, storytelling and more.
- The ownership are investing significant time and resources and have the incentive to make this platform a massive success.
- Our approach is unique. With casual storytelling and small group conversations, Crowded Table Stories is differentiated versus TedTalk and other platforms. Our site and approach feels more organic and natural.

YEAR ONE BUDGET*

We have different budget scenarios depending on investment secured.

This budget assumes \$200,000 is secured from investors. This would allow a full year runway and provide adequate time for monetization to begin.

\$ 77,500.00	Staff	Producers, interns, assistant editors
\$ 65,000.00	Social Media	Audience building, advertising, market research, branding, social media page management, content creation
\$ 25,000.00	Podcast Creation	Podcast production, editing, equipment
\$ 17,500.00	Website	Website management and creation
\$ 7,500.00	Legal/Administrative	Business filings, contracts, release forms, possible Trademark application
\$ 5,000.00	Podcast Advisor	Consulting on podcast format, monetization and placement
\$ 2,500.00	Publicist	Public relations to promote launch of Crowded Table Stories
\$ 200,000.00		

Case Study: Power of Humans spent \$50,000 on advertising, legal, web site and other services. 107,000 Facebook followers were secured as a result and the platform was ultimately sold for a slight profit.

MEASURING SUCCESS AT THE END OF YEAR ONE

Creative Success: We have launched an interesting, unique, thought provoking and positive platform that helps build bridges through storytelling.

Audience Success: We have secured 25,000 engaged followers on various social media platforms. We have active traffic on our website. We are receiving vast no cost or low cost UGC (user generated content) that we can utilize daily.

Podcast Success: We have launched at least one podcast series and have an ongoing audience of at least 2000 streams per episode.

Monetization Success: We have monetization strategies in place on all platforms and meaningful revenue generation has begun.

Overall Company Success: We have a growing brand, revenue generation opportunities, a runway to continue growth and are making a positive impact on society. We are also continuing to develop the platform in a manner that could lead to an eventual acquisition.

LONGER TERM GOALS FOR CROWDED TABLE STORIES



- CrowdedTableStories.com and affiliated social media pages are known widely as a place to visit online to see and hear short stories from people all over the U.S. and beyond.
- The Stories from a Crowded Table podcast has a very significant audience and is self-sustaining based on advertising and sponsorship income.
- Acquisition opportunities emerge from larger publishing and entertainment companies interested in our catalog of stories, podcast and unique approach to “building bridges one story at a time.”
- The overall company is self-sustaining through ad revenue, affiliated sales on the website, podcast revenue and more.
- We are making a difference in society by connecting people through the power of storytelling.

C O N T A C T
U S



neil@crowdedtablestories.com



(414) 350 4083



@crowdedtablestories



THANK



YOU

CROWDED TABLE STORIES