



LANTERN

VERTICAL MICRO DRAMA APP

LIGHTING THE WAY TO BETTER STORIES

THE TRUSTED HOME FOR
PREMIUM FAMILY ENTERTAINMENT



GREAT STORIES



FAMILY FOCUSED



QUALITY PRODUCTION



VERTICAL MICRO DRAMAS ARE RESHAPING MOBILE ENTERTAINMENT

Explosive growth. Massive audience engagement.
One audience remains underserved: **Families.**



\$11B

GLOBAL MARKET (2025)

Global microdrama revenue is projected to reach **\$11 billion** in 2025.



\$14B

PROJECTED MARKET (2026)

Global microdrama revenue is projected to reach **\$14 billion** by the end of 2026.

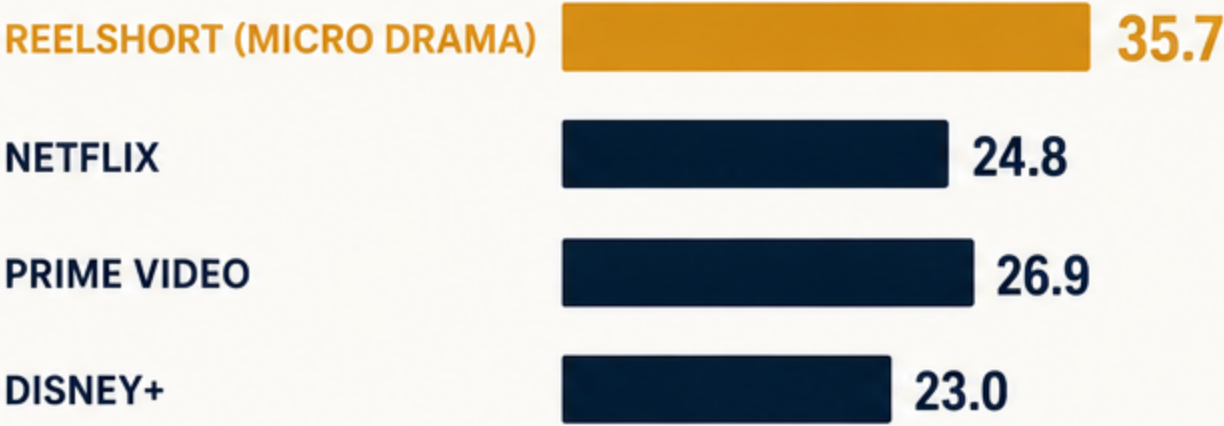


35.7

MINUTES PER DAY

Average daily time spent on ReelShort—**higher than** Netflix (24.8 min), Disney+ (23.0 min), and Prime Video (26.9 min) on mobile.

AVERAGE DAILY WATCH TIME ON MOBILE (MINUTES)¹



OUR OPPORTUNITY:
BUILD THE MOST TRUSTED HOME FOR PREMIUM FAMILY ENTERTAINMENT.

Sources: Omdia, “Microdramas to Generate \$11 Billion in Global Revenues in 2025,” Oct. 14, 2025;
Omdia, “Microdramas Overtake Streamers on Mobile Engagement,” Feb. 23, 2026.
Watch-time figures based on Omdia analysis of Sensor Tower Q4 2025 U.S. mobile usage data.

LANTERN: PREMIUM FAMILY ENTERTAINMENT

Lantern is a vertical micro drama app built for families. Short episodes. Powerful storytelling. Safe, inspiring content you can trust.



FAMILY FIRST

100% family safe and age-appropriate. Built with parents in mind.



VERTICAL. BITE-SIZED. ENTERTAINING.

60–90 second episodes designed for today's mobile-first audience.



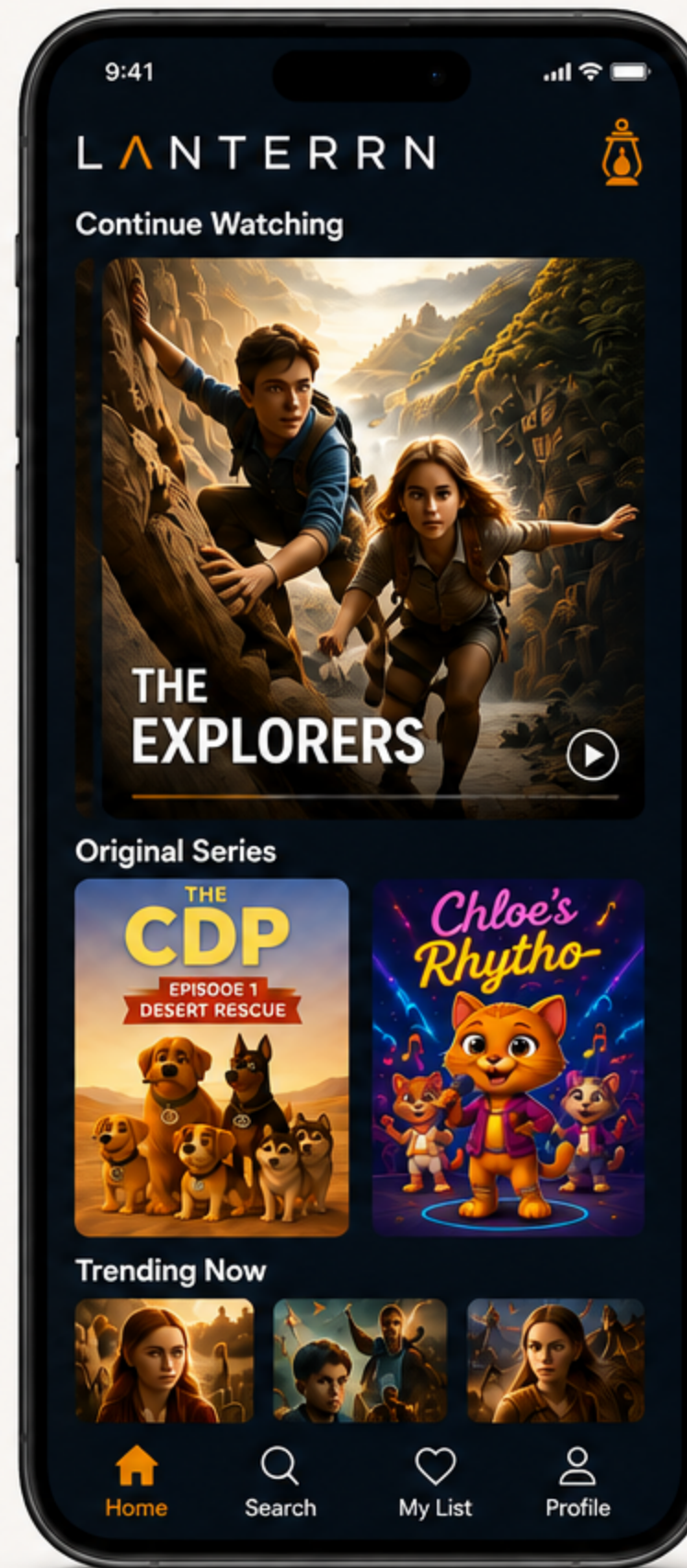
KID-APPROVED, PARENT-TRUSTED

Stories kids love with values parents can feel good about.



QUALITY THAT STANDS OUT

Cinematic production and compelling stories that rival traditional studios.



BUILT FOR MODERN FAMILIES



Safe & Trusted



Engaging Stories



Kid-Approved, Parent-Trusted



Designed for Mobile



Privacy Focused



OUR MISSION: LIGHTING THE WAY TO BETTER STORIES FOR FAMILIES EVERYWHERE.

WHY FAMILIES NEED LANTERRN

Today's entertainment landscape wasn't built with families in mind.

LANTERRN is changing that.



PARENTS WANT ENTERTAINMENT THEY CAN TRUST.

Finding safe, age-appropriate content shouldn't be a challenge.



KIDS LOVE SHORT-FORM STORYTELLING.

Vertical, fast-paced stories fit the way kids love to watch today.



THERE ISN'T A PREMIUM FAMILY-FIRST PLATFORM BUILT FOR VERTICAL MICRO DRAMAS.

Families deserve a platform that puts them first—not an afterthought.

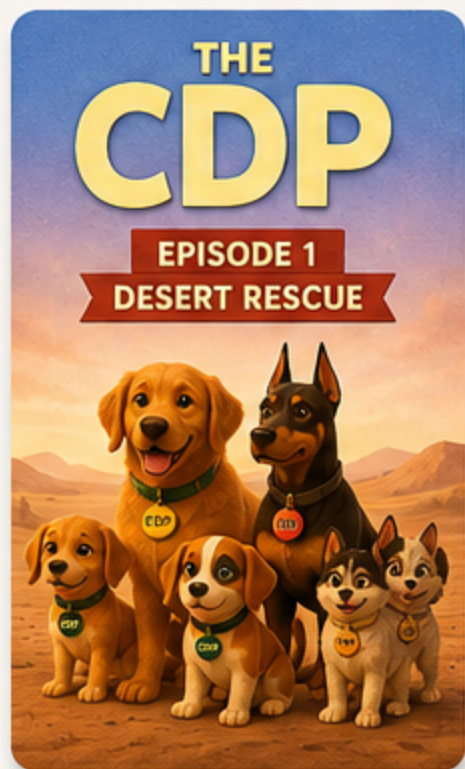


FAMILIES DESERVE STORIES THEY CAN ENJOY TOGETHER.



ORIGINAL STORIES. BUILT FOR FAMILIES.

Launching with 8–10 original series and over 160 episodes.



The CDP

Every adventure teaches courage, loyalty, and teamwork.



Chloe's Rhytho

An orange tabby with a gift for music builds a band, friendships, and confidence.



The Explorers

Two siblings. Hidden clues. Epic places. The world is waiting.



New to the Woodlands

A new kid in a new place learns that community makes all the difference.



The Reset

One decision can change everything. He gets a second chance.



Future Originals

More stories. More families. More magic.



**LAUNCH
LIBRARY**



8–10

ORIGINAL SERIES



20+

EPISODES EACH



160–200

EPISODES AT LAUNCH



**BUILT TO GROW
WITH FAMILIES.**

NEW SERIES. NEW ADVENTURES.
ALWAYS ORIGINAL.

WHY NOT JUST ADD A 'FAMILY SECTION'?

Because a family section inside an adult app is still an adult app.

TODAY'S PLATFORMS



Every visit starts in the general feed — mature content is one scroll away, every time.

LANTERRN



A walled garden. Every title, every thumbnail, every row is pre-screened family content — nothing else exists inside the app to scroll past.

THE STRUCTURAL DIFFERENCE



Not a filter — a walled garden

Family mode on existing apps still shares one catalog and one algorithm with adult content.



Nothing to accidentally see

Every piece of content in LANTERRN is pre-approved. There is no 'other side' of the app.



Built for trust, not retrofitted

Competitors added family filters after the fact. LANTERRN is family-first from the ground up.



Complete peace of mind

Parents can relax knowing the entire experience is safe, age-appropriate, and purpose-built for families.



A FAMILY FILTER ISN'T A FAMILY APP. **LANTERRN IS BUILT DIFFERENT FROM DAY ONE.**

MULTIPLE REVENUE STREAMS. ONE MISSION.

Diversified revenue across subscriptions, advertising, partnerships, and content to build a lasting, scalable business.



MONTHLY SUBSCRIPTION

Unlimited access to our entire library of premium, family-safe micro dramas.



TOKENS (EPISODE UNLOCKS)

Users purchase tokens to unlock premium episodes and special content.



VIDEO ADVERTISING

Short-form, non-intrusive ads within the app experience.



BRAND PARTNERSHIPS

Family-aligned brands integrated into stories and campaigns.



LICENSING

License our original content for broadcast, streaming, and international markets.



MERCHANDISE

Branded products featuring characters and worlds kids love.



PUBLISHING

Extend our stories into books, graphic novels, and educational content.



MULTIPLE REVENUE STREAMS FROM EVERY SUCCESSFUL FRANCHISE.

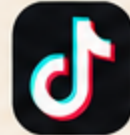


MEET FAMILIES WHERE THEY ALREADY ARE.

We go where families spend their time—online and in their communities—to build awareness, trust, and loyalty.

TIKTOK

Short-form storytelling that converts.



INSTAGRAM

Reels, behind-the-scenes, and cast connections.



YOUTUBE SHORTS

High-reach content driving discovery and engagement.



CREATORS & INFLUENCERS

Partnering with family creators kids and parents already trust.



PARENT COMMUNITIES

Engaging in the conversations that matter most.



SCHOOLS

Building partnerships for assemblies, media literacy, and more.



CHURCHES

Values-aligned stories shared in trusted faith communities.



WORD OF MOUTH

Great stories travel fast when families love what they watch.



OUR GOAL: BECOME THE #1 FAMILY ENTERTAINMENT APP.



A CLEAR PATH TO PROFITABILITY. BUILT FOR LONG-TERM GROWTH.



NOTES:
All figures are assumptions
for planning purposes only.
Actual results will vary.
Not financial advice.

Illustrative financial model based on industry benchmarks
and internal assumptions.



ESTIMATED ARPU
(ASSUMPTION)

\$6.99
PER MONTH

Based on a blended average of
monthly and annual subscription
revenue per active user.



ESTIMATED CAC
(ASSUMPTION)

\$3.50
PER USER ACQUIRED

Based on paid social, influencer,
and organic channel efficiency
benchmarks.



**BREAK-EVEN
SUBSCRIBER ESTIMATE**
(ASSUMPTION)

~48,000
ACTIVE SUBSCRIBERS

Estimated monthly active subscribers
needed to cover all operating costs
and reach break-even.



LONG-TERM TARGET
(YEAR 3+)

250K+
ACTIVE SUBSCRIBERS

Targeting strong subscriber growth
driven by original content, retention,
and platform network effects.

KEY ASSUMPTIONS



CONTENT STRATEGY
10 original series at launch
with 60–90 second episodes.
160+ episodes in Year 1.



USER GROWTH
Strong top-of-funnel growth
through social, creators,
and word of mouth.



MONETIZATION
Subscription, tokens,
advertising, partnerships,
and licensing revenue.



OPERATING MODEL
Lean team, AI-assisted
production, and efficient
content engine.



MARKET OPPORTUNITY
Large, underserved demand
for safe, high-quality vertical
entertainment for families.

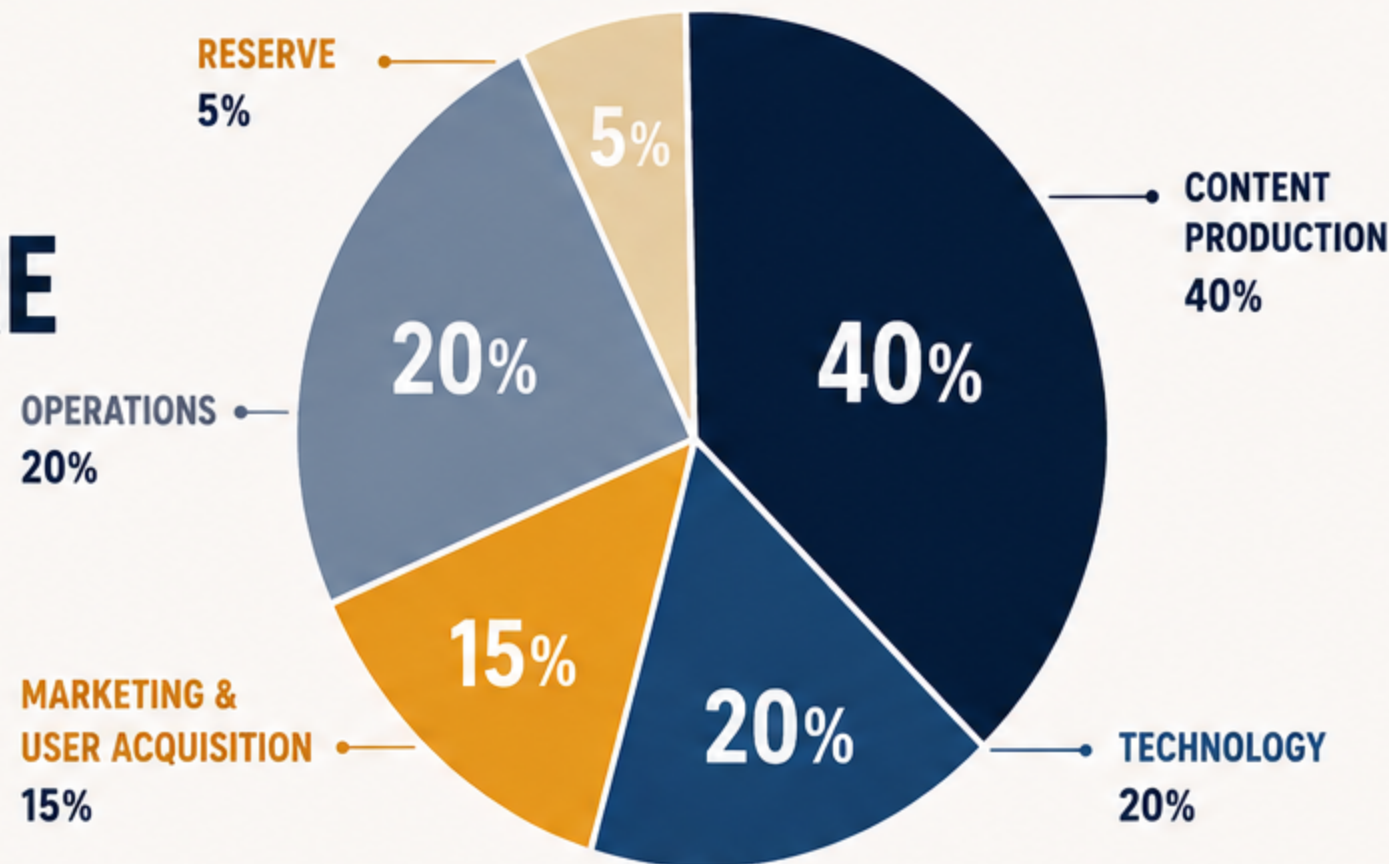


SMART ASSUMPTIONS TODAY. STRONG RETURNS TOMORROW.



EVERY DOLLAR BUILDS THE FUTURE OF FAMILY ENTERTAINMENT.

A disciplined investment focused on creating premium stories families love and a platform that stands the test of time.



\$3,000,000
SEED ROUND

Proposed use of proceeds
for the first 12 months.

*Illustrative allocation.
Subject to change.*



**CONTENT
PRODUCTION**

40%
\$1,200,000



TECHNOLOGY

20%
\$600,000



**MARKETING &
USER ACQUISITION**

15%
\$450,000



OPERATIONS

20%
\$600,000



RESERVE

5%
\$150,000



WE INVEST IN STORIES. WE BUILD LEGACIES.



Content that inspires.
A platform that lasts.

EXPERIENCE. VISION. EXECUTION.

A proven team of entrepreneurs and creatives building **Lanternn** from the ground up.

KURTIS RINTALA

Entrepreneur, creative executive, produced screenwriter, and author with more than 20 years of experience building companies, brands, and digital products. As co-founder of engage:BDR, he helped grow the company from 3 employees to more than 85, scaled annual revenue from **\$0 to over \$30 million**, and led the company through a successful public listing on the Australian Securities Exchange (ASX). Combining a background in film production, storytelling, and digital marketing, Kurtis now leverages AI-driven production workflows and emerging technologies to build scalable, premium family entertainment through LANTERRN.

GHOST KASEN

Successful music producer, entrepreneur, and creative executive with extensive experience producing professional music, video, and branded content. As co-founder of Cool Wrld Media, he combines a proven track record in the music industry with expertise in video production, post-production, and creative direction. His ability to develop premium content, build audiences, and leverage emerging AI-powered production workflows makes him a key leader in creating the high-quality, cinematic entertainment that defines LANTERRN.

JUAN CARLOS MAZORRA

Juan Carlos Mazorra is a creative executive, producer, director, and entrepreneur with more than 20 years of experience developing original entertainment, building companies, and bringing ambitious creative projects from concept to completion. His career spans film, television, music videos, documentaries, and branded content, including work with major artists and entertainment companies such as Murder Inc. and Def Jam. Combining extensive production experience with a proven entrepreneurial background, Juan Carlos leads writing, directing, production, and creative development, helping bring LANTERRN's original stories and premium family entertainment vision to life.



WE INVEST IN STORIES THAT SHOW' LIGHT.
WE'RE BUILDING A LANTERN IN THE DARKNESS.



Content that inspires.
A platform that lasts.



LANTERN

VERTICAL MICRO DRAMA APP

LIGHTING THE WAY TO BETTER STORIES FOR FAMILIES EVERYWHERE.

We believe every generation deserves a trusted place where families can laugh, learn, and experience great stories together. LANTERN is building that future — one episode at a time.



GREAT STORIES

That inspire and uplift.



FAMILY FOCUSED

Safe, positive, and
built for all ages.



QUALITY PRODUCTION

Cinematic storytelling
you can trust.



CONTACT

info@coolwrlmedia.com



**SEEKING \$3,000,000
IN SEED FUNDING**

Capital will fund technology, original content production, marketing, and operations to launch LANTERN and scale premium family entertainment.

